



# KellyConnect<sup>®</sup>

## CONTACT CENTER REVIEW 2016





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# Two-level client support line



# Project development lifecycle



## Project started in 2011

- Number of hypermarkets supported - **3**
- Number of services provided - **3 lines**
- Outgoing campaigns - Delivery post sales services



## Current situation on the project - 2016

- Number of Hypermarkets supported– **27**
- Number of services provided– **9 lines and 5 additional functions**
- **two-level** support with a following division in IVR:
  - Clients requests line
  - Expert line
- **Outgoing campaigns:**
  - Delivery post-sales services (PPO)
  - Teleselling post-sales services(PPO)
  - Online orders post-selling services (PPO)
  - Complaints handling
- **Back-up** for the headquarter's Reception
- **Postcall IVR** – evaluation of satisfaction with hypermarkets service
- **Internal support for OBI** employees
- **OBI Club** loyalty program
- Staff recruitment **line**
- **Sales support** via on-line services on OBI web-site
- Offering **concomitant goods**
- Processing of **Info mailbox**



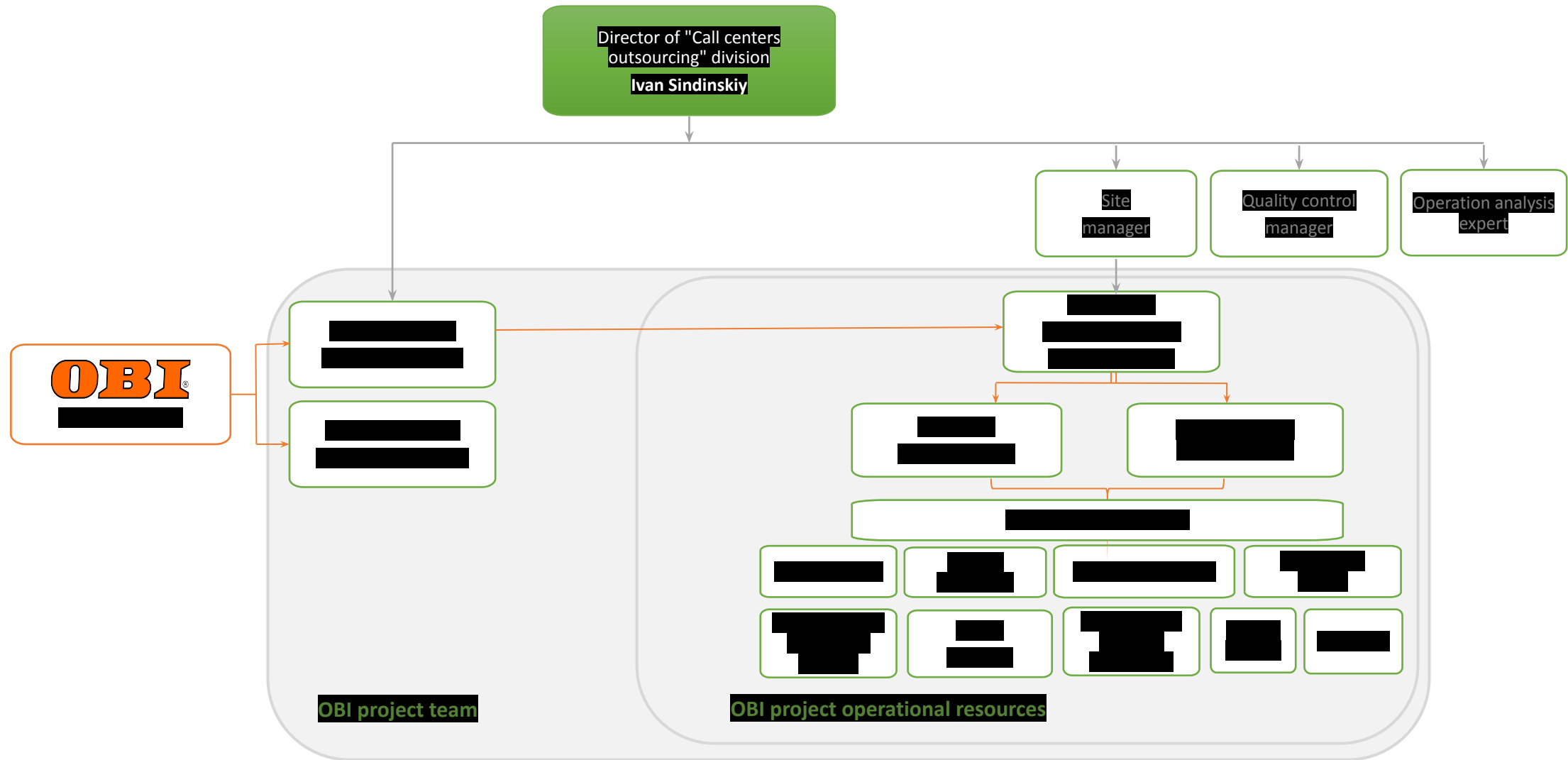
# External systems, used by employees



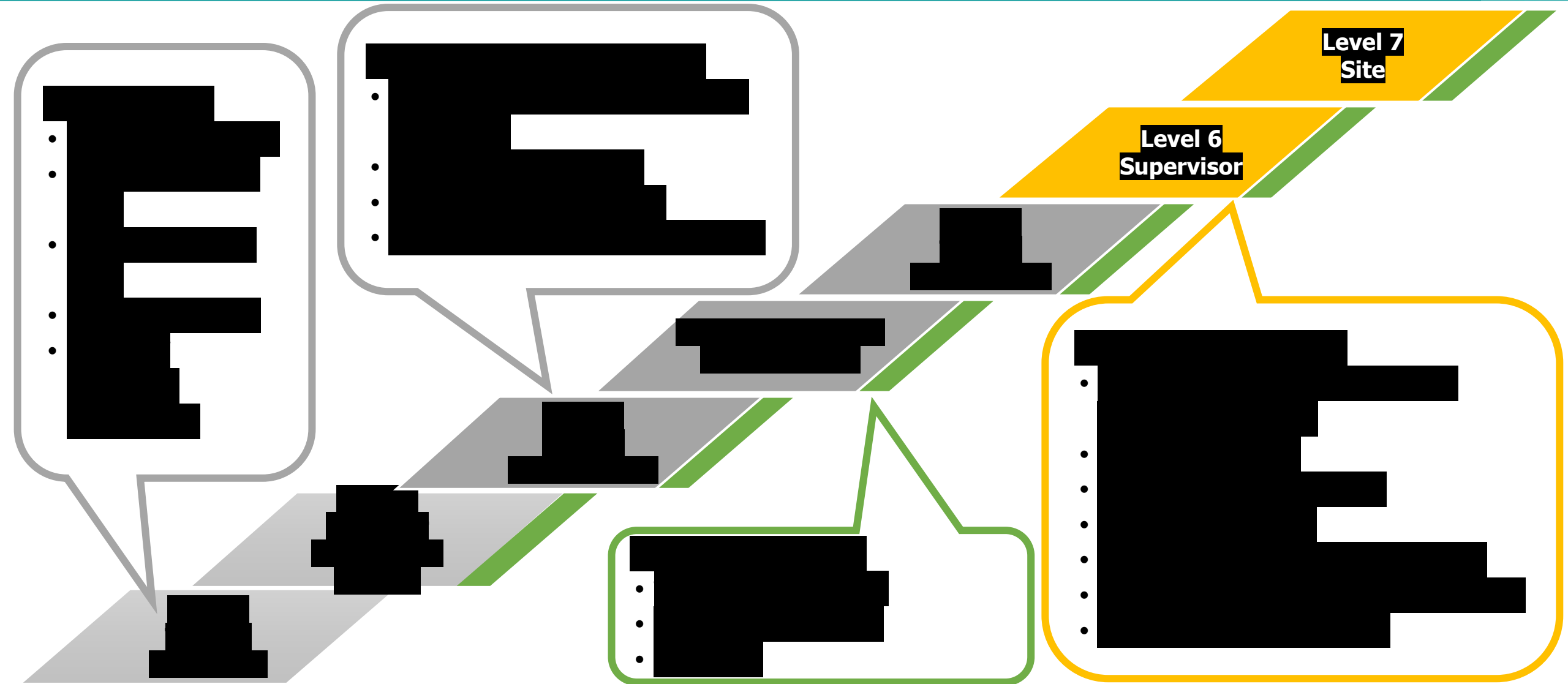
- **Gift Card Server** (<https://giftcard.prod.obinfo>)  
Used by the expert support line's operators in order to check the card status (blocked/active), check the card's balance, create a transaction code if a cashier is in an offline mode.
- **Online orders** (<http://www.obide/obiccc/index.html>)  
Status clarification of "Order and collect", "Order and Delivery" orders
- **Platform for requests** (<https://obi-crm.interaxi>)  
keeping record of clients' requests received via telephone, e-mail, feedback, for handing them over to responsible employees and collecting statistical data  
Checking status of OBI CLUB cards
- **YandexMarket** (<https://partner.market.yandex.ru>)  
receiving orders for their processing and placing on the OBI web-site, specifying all the client's data and details of delivery/self pick-up of goods



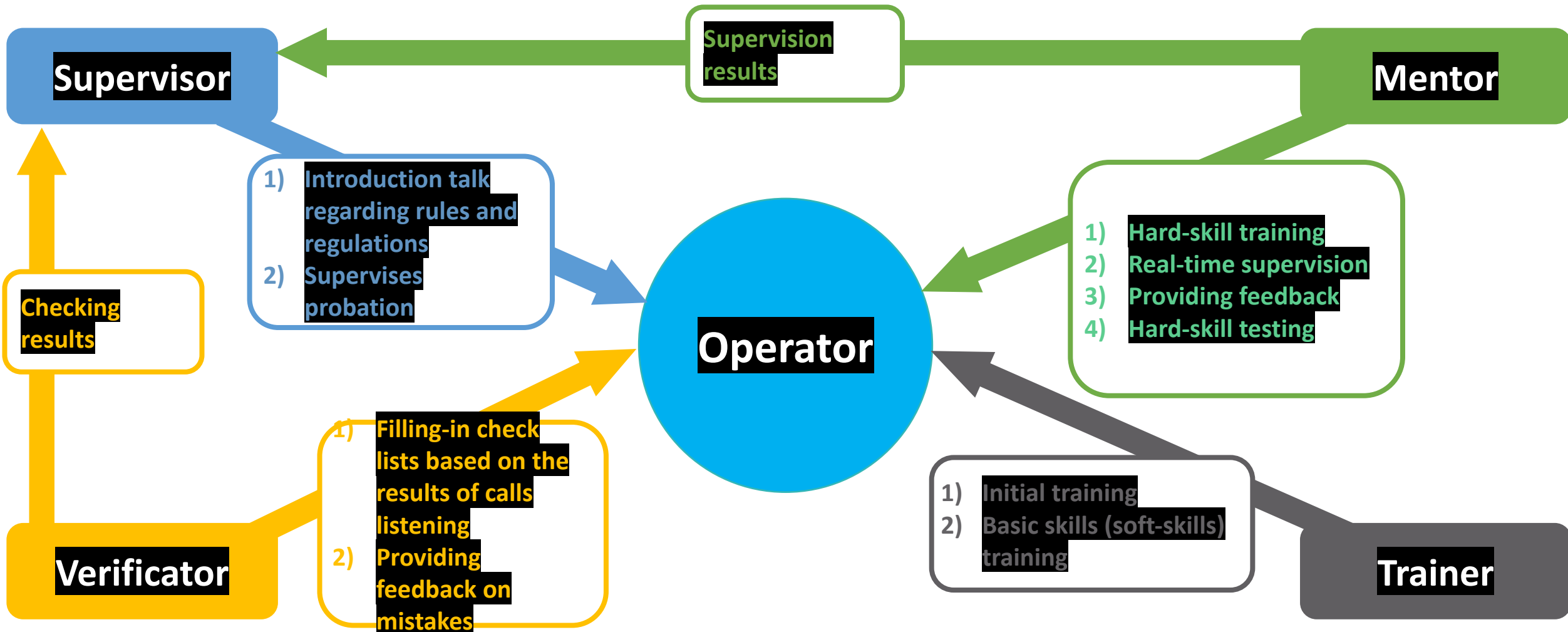
# Project support structure



# Training system



# Mentorship system









# Contact-center efficiency: volume, service and employees



Type	Month 2016	Jul	Aug	Sep	Oct	Nov	Dec	Target
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



# Contact-center efficiency: quality and efficiency



Type	Month 2016	Jul	Aug	Sep	Oct	Nov	Dec	Target
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	94%	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	35%	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]	76%	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]



# Team portfolio



- 60% of operators are younger than 25
- 40% of employees have been working on the project for more than 2 years



- 70% of operators have a higher and undergraduate education
- Hobbies - photography, reading books, needlework etc.

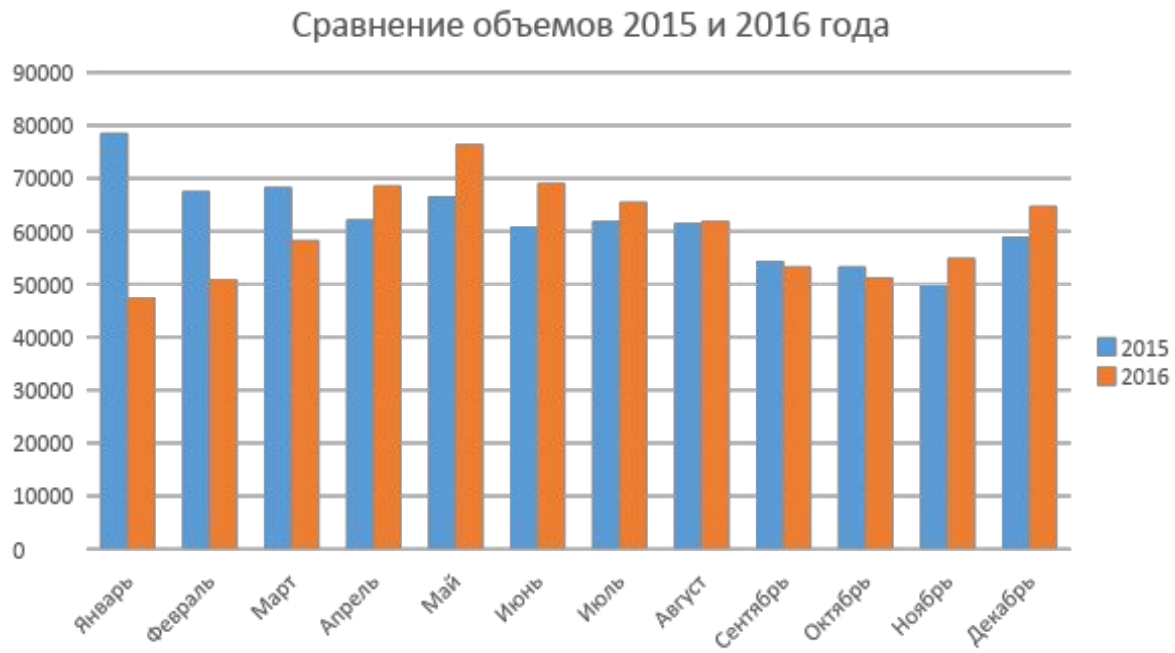


**Personal traits** – optimistic, agile, athletic team players





# Total number of calls on the project

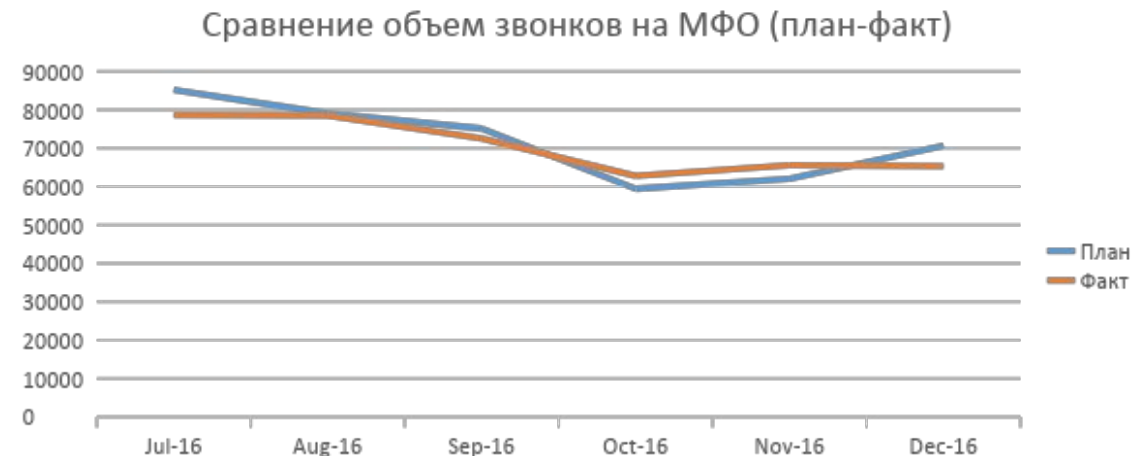
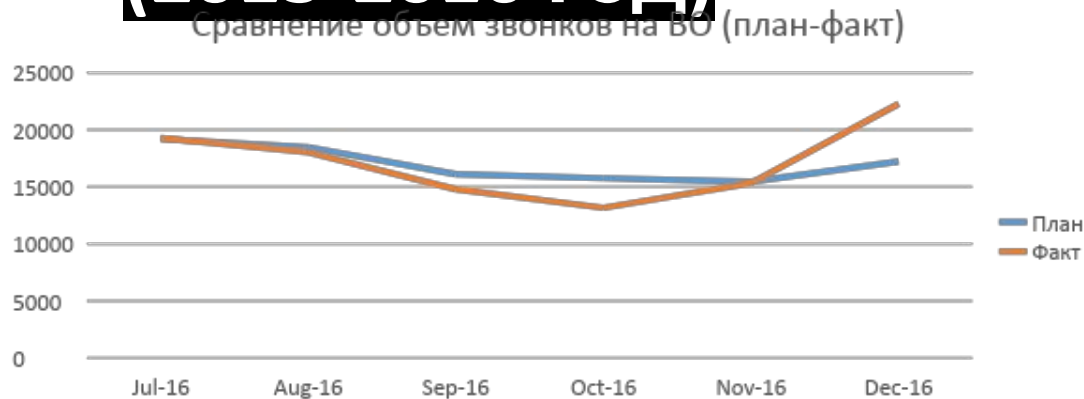


Q1 - decrease by 7%  
Q2 – increase by 5%  
Q3,4 – no significant changes

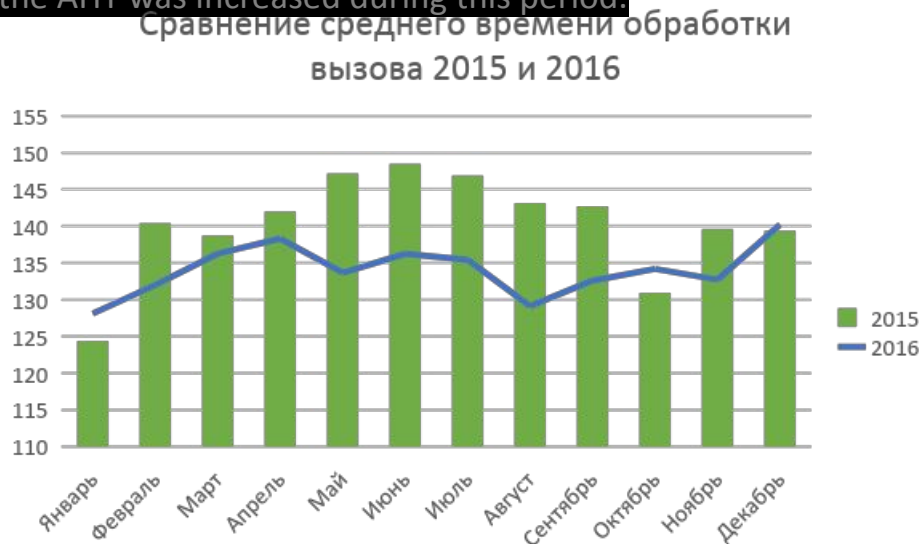
The increase of calls volume in January 2015 is predetermined by an increased demand for products. During the same month of 2016, according to the forecast, the situation was stabilized.



# Сравнение нагрузки по звонкам и среднему времени (2015-2016 год)



The increase of load on dedicated operators is observed in december regarding an increased number of requests on a new promotion "Singapore" and new year products. For the same reason the AHT was increased during this period.



In general, the AHT was significantly decreased in 2016 on account of scenarios update and dialog process optimization.

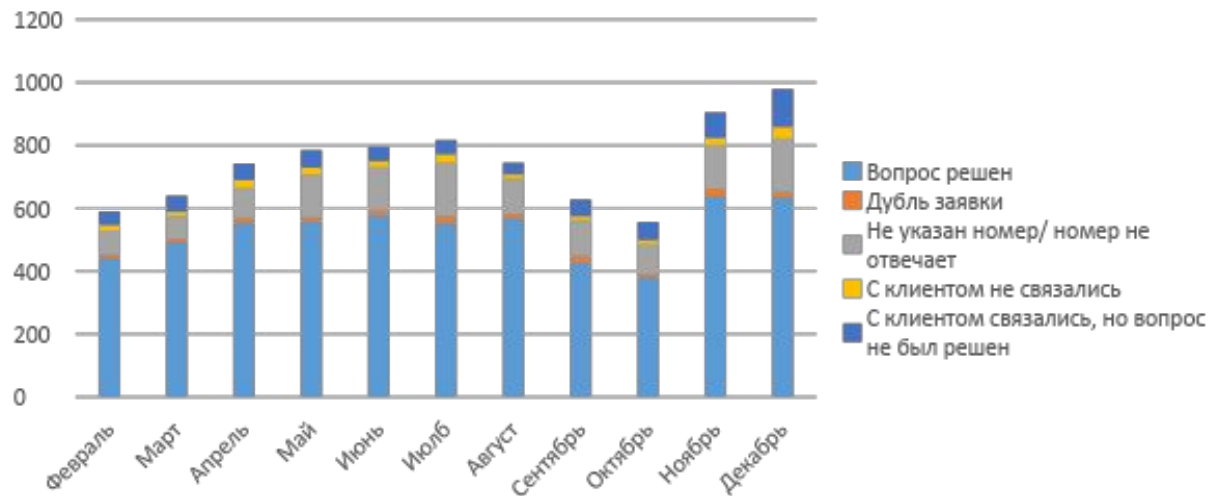




# Outgoing campaigns



Обработка закрытых жалоб



If the client is not contacted, the request is handed over again to a responsible employee for problem solving



# Why choose us



- **Expert line** – providing detailed consultation on characteristics of goods and their usage (categories - dry building mixtures, floor coverings)
- **Cross-sales** - offering concomitant goods
- **Outgoing campaigns** – assessment of clients satisfaction with delivery services, orders placed via telephone, online orders.
- **ON-line orders** – step-by-step clients consultation on the features of placing order via web-site.
- **Internal employees support** – providing consultation support on platform operation, efficient responses to questions regarding new promotions
- **Complaints processing** – customer satisfactory survey with regard to complaint handling
- **Feedback** – processing feedback received from clients, assigning a responsible employee for solving the issue
- **Yandex Market** – processing of requests received via Yandex Market
- **Processing of mail** – requests sent to [info@obi.ru](mailto:info@obi.ru) and requests from candidates sent to [hr@obi.ru](mailto:hr@obi.ru)
- **OBI Club Loyalty program** – client support on "OBI club" bonus program, discount program for new settlers, gift cards and current promotions.



# Why choose us



## New development areas:

- E-commerce projects
- Call back requests from OBI web-site
- Replying comments on OBI company left in the internet
- Processing of messages in the online chat
- Complete handling of calls received by OBI headquarters
- Automation of registration for goods acceptance from suppliers similar to registration of candidates for an interview
- Handling requests regarding conflict transactions on gift cards
- Conducting additional satisfaction surveys

## Further development of:

- Expert line
- Cross-sales
- Internal support line for hypermarkets' employees

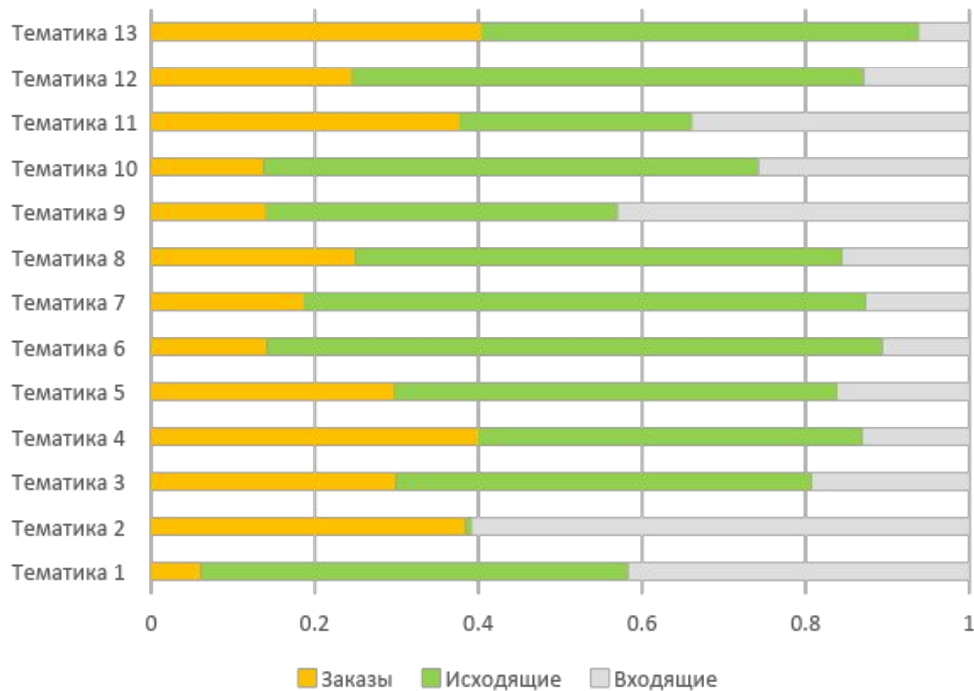


# Our expertise: e-commerce projects



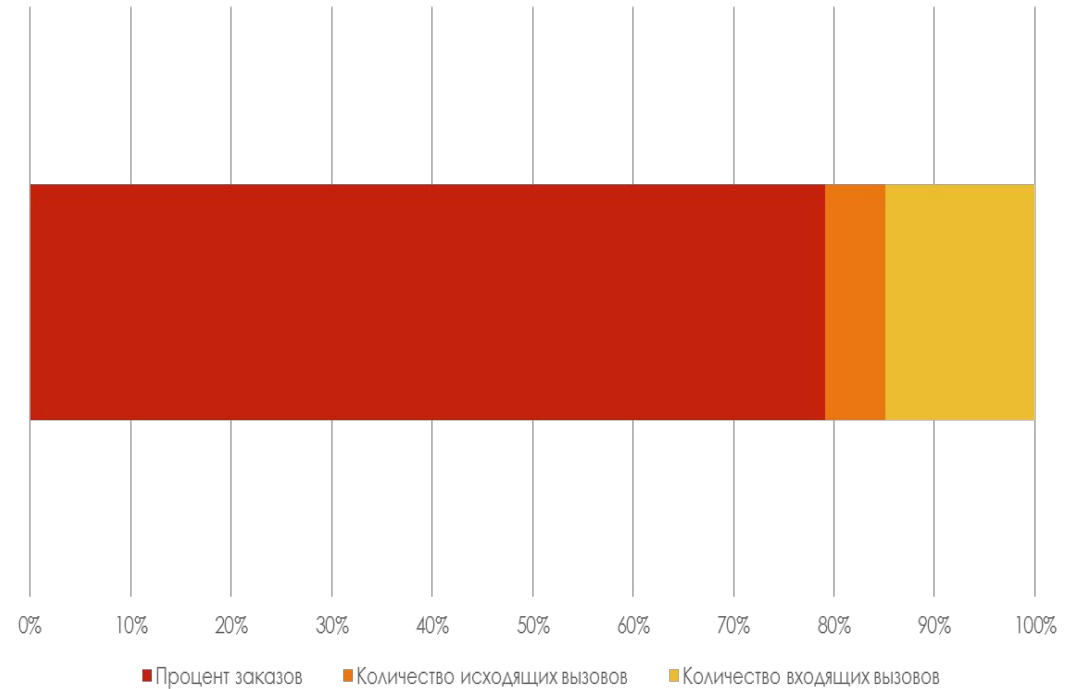
## Key indicators of the project 1

Распределение Обращений по каналам связи



## Key indicators of the project 2

Распределение обращений по каналам связи



25.7%

PROFIT



79%

ARE  
CONVERTED INTO REAL ORDERS.



# Our expertise: e-commerce projects



## Key indicators of the project 3

Распределение Обращений по каналам связи



Показатели за год					
Количество заказов	Сумма заказов, руб	Количество исходящих вызовов	Исходящий трафик (мин)	Количество входящих вызовов	Входящий трафик (мин)
1373	40823271,31	5790	6123,283316	16078	77745,33333



AT A CONVERSION RATE  
EQUAL TO 6% THE  
AGGREGATE SUM OF  
ORDERS ESTIMATES 40  
MILLION



# Our expertise: e-commerce projects



**HIGH  
PROFITABILITY  
OF THE  
PROJECT**



