



7 Strategies for Doing More With Less

Increasing productivity in difficult times



1. Reduce Contacts to the Help Desk

Eliminate Contacts of Low Value

- ⇒ Status Calls
- ⇒ Navigation
- ⇒ Password Resets
- ⇒ Recurring issues caused by partners



Technology Specific



- ⇒ Reduce Outages
- ⇒ Communicate Outages
- ⇒ Release Management
- ⇒ Where can automation help?

SELF SERVICE



Self Service Knowledge Process

2 nd Level Support	1 st Level Support	0 Level Self- Service
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2. Increase First Contact Resolution

Opportunities in 2nd Level Support

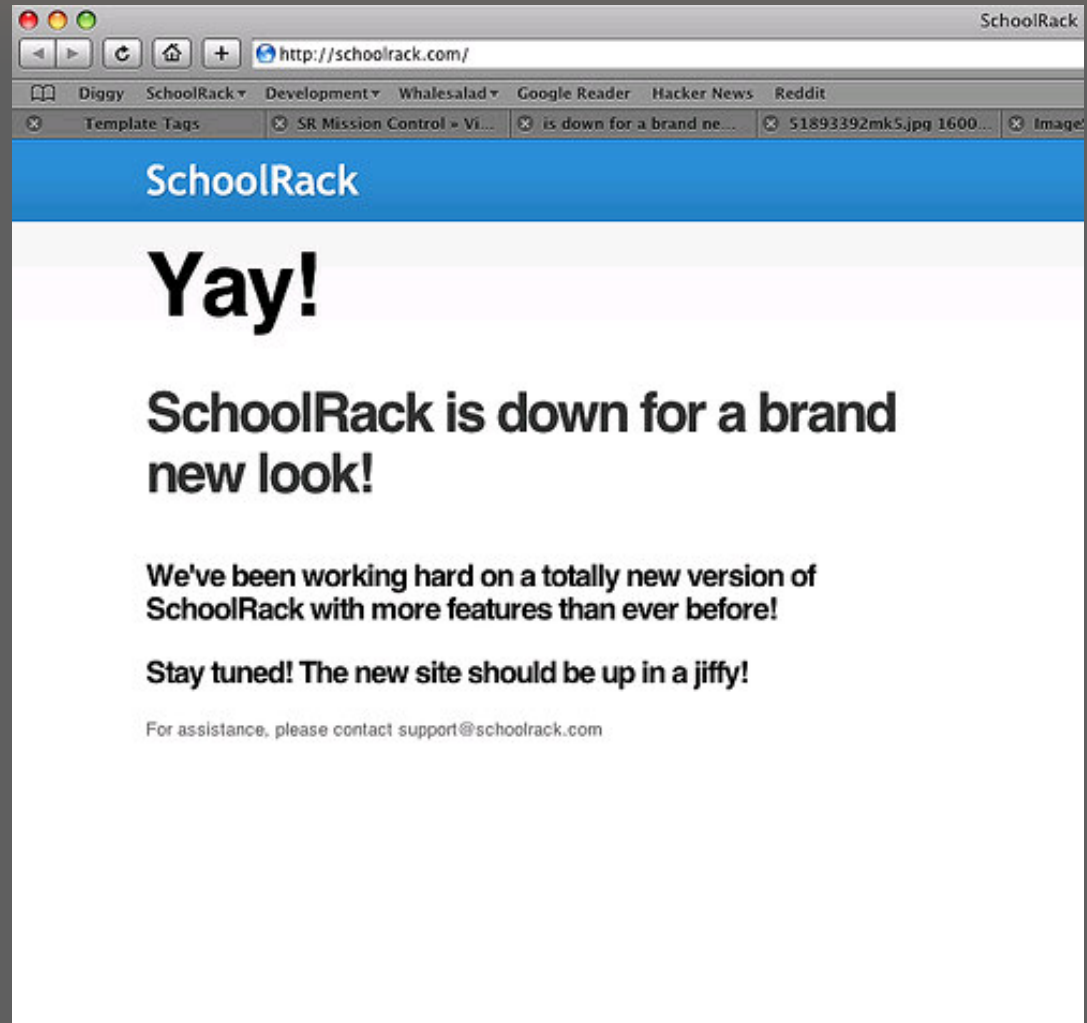


- ⇒ Knowledgebase steps incomplete?
- ⇒ Process change?
- ⇒ Tools addition?
- ⇒ Security change?
- ⇒ Program change?

Train Staff Weekly



Release and Program Training





3. Reduce Average Handle Time

Build Feedback Loops Everywhere

myEarthLink Feedback

We at EarthLink understand the importance of customer feedback and appreciate your input. While we read all comments submitted, due to the high volume of submissions, we may not be able to respond to your feedback individually.

This form is for feedback only. For security reasons, no changes can be made to your account through this form. For account changes, please go to <https://myaccount.earthlink.net/> to visit our secure forms. For help with technical problems, please go to <http://support.earthlink.net/>.

* required

* Feedback Type
I have a complaint about

*Feedback Categories
New Features

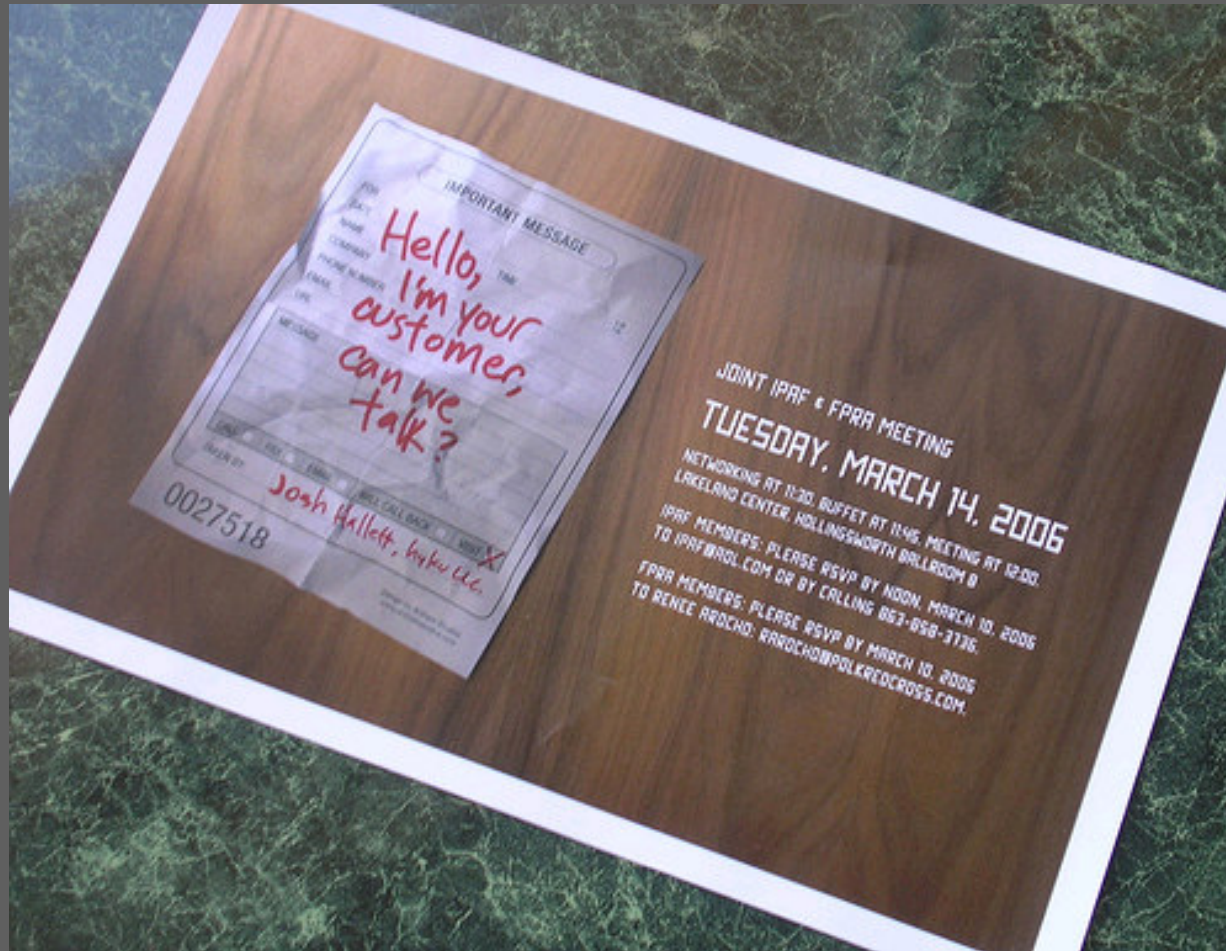
Operating System: Mac OSX Browser: Firefox Connection Type: Cable modem

Email Address: jcuthrell@earthlink.net

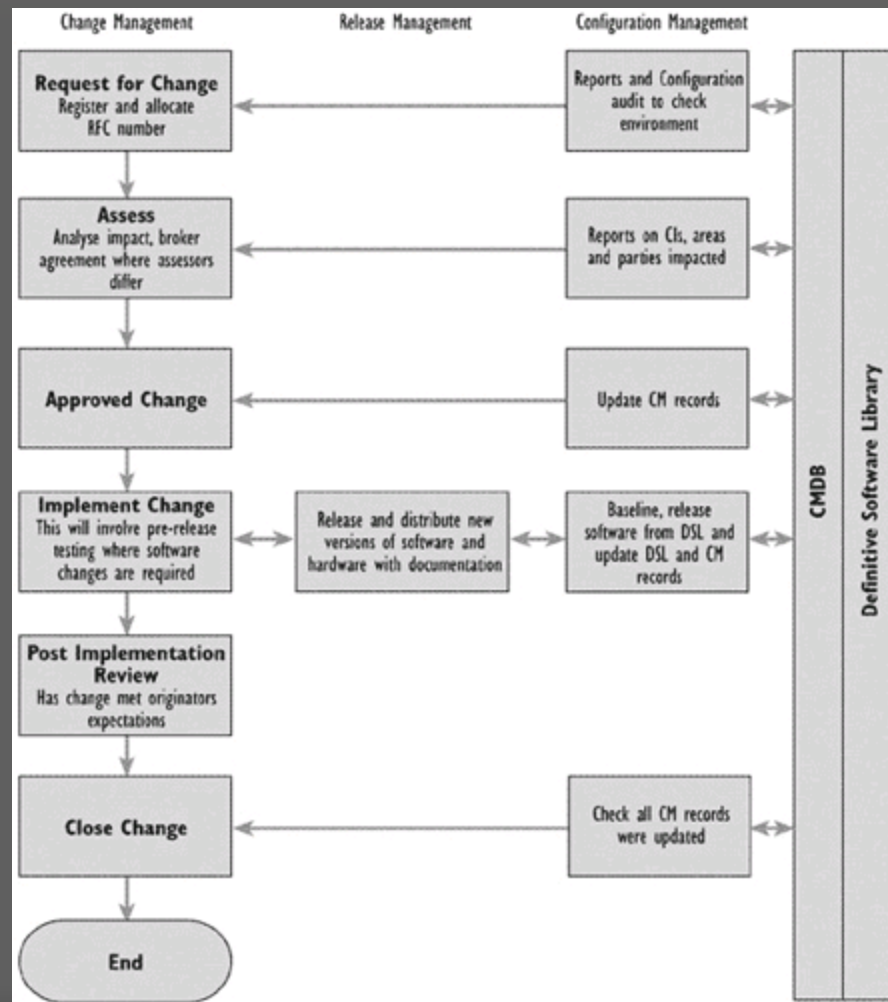
First Name: Jay Last Name: Cuthrell

*Details
Your new wildcard DNS service is going to require me to leave your service. Barefruit DNS service is not something I want to associate with my connection to the Internet. Also, the rock solid DNS service you had since I have been with you (years) is frankly not as responsive as it was. Sitefinder was a horrid idea by Verisign -- and this new

Customers will share their pain



Review your process





4. Increase Contacts with Same Personnel

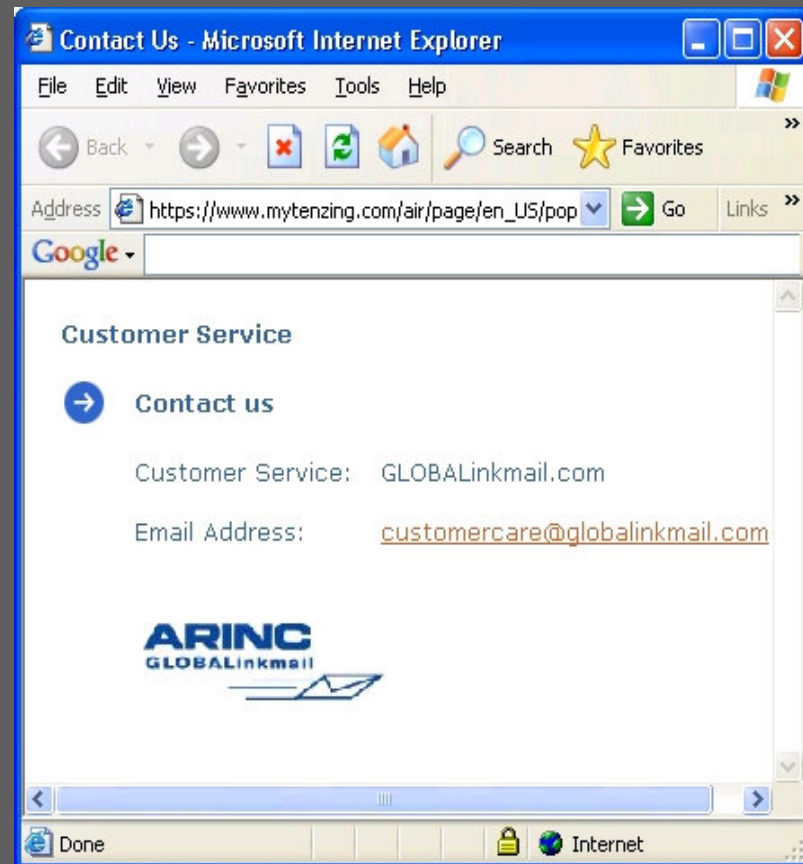
Cross Train Personnel



- ⇒ More people in queue to handle contacts
- ⇒ Fewer picks on IVR for simpler support
- ⇒ 206 to 159 in one year

Web Mail

- ⇒ Usually longer SLA
- ⇒ Need clear problem statements from customer
- ⇒ Need to answer question from agent





5. Maximize Your Tool Set

We all have tools...



How many are fully used?



- ⇒ IVR
- ⇒ Ticketing System
- ⇒ Diagnostics Tools
- ⇒ Knowledgebase



6. Small is the New Big

We've managed the forest...



Now we need to manage the trees...



Work with your partners

⇒ Software design and navigation

- TIMM Error (taxes, insurance, & monthly maintenance)
- 15% of contacts in one category
- Change design – dropped to 7%

Increase First Contact Resolution

- ⇒ 10,000 contacts a month with 70% FCR
- ⇒ To move to 72% FCR Requires:
 - 200 additional FCR for the month
 - On 22 business days, need 9 more tickets resolved

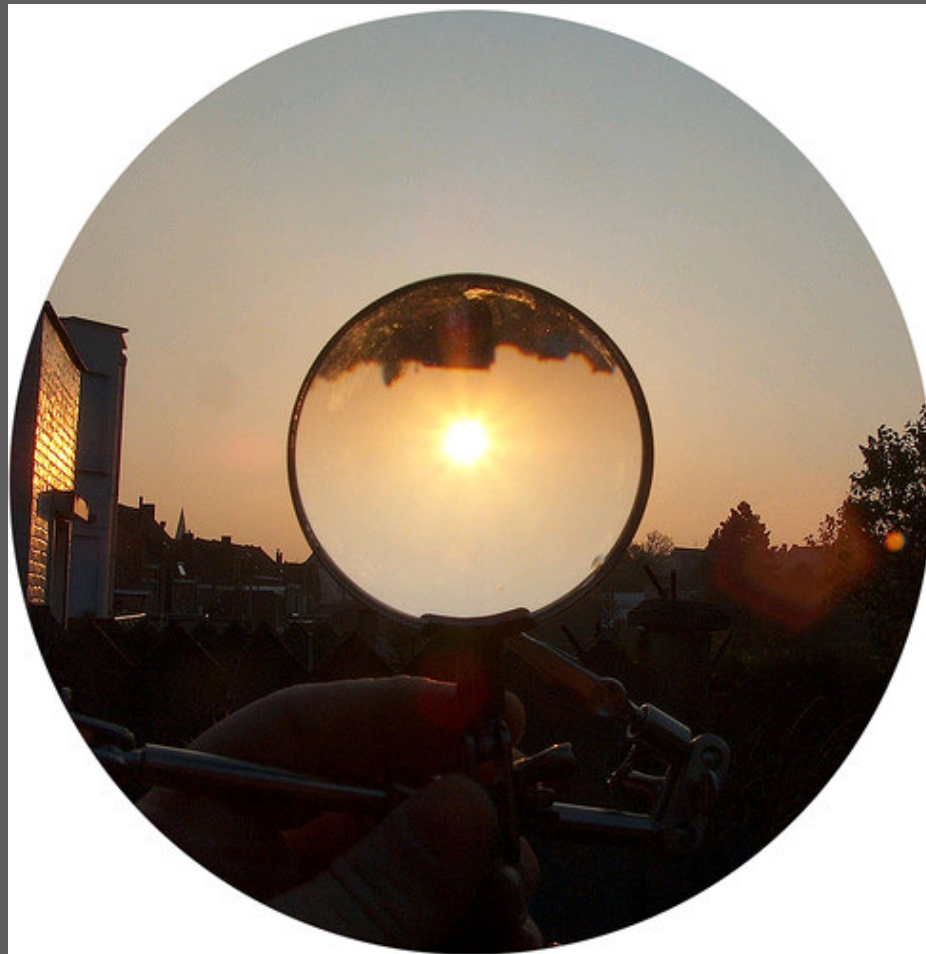
Knowledgebase improvement

- ⇒ Focus on specific sets of solutions
 - TIMM Error – 6 options
 - Knowledgebase life cycle

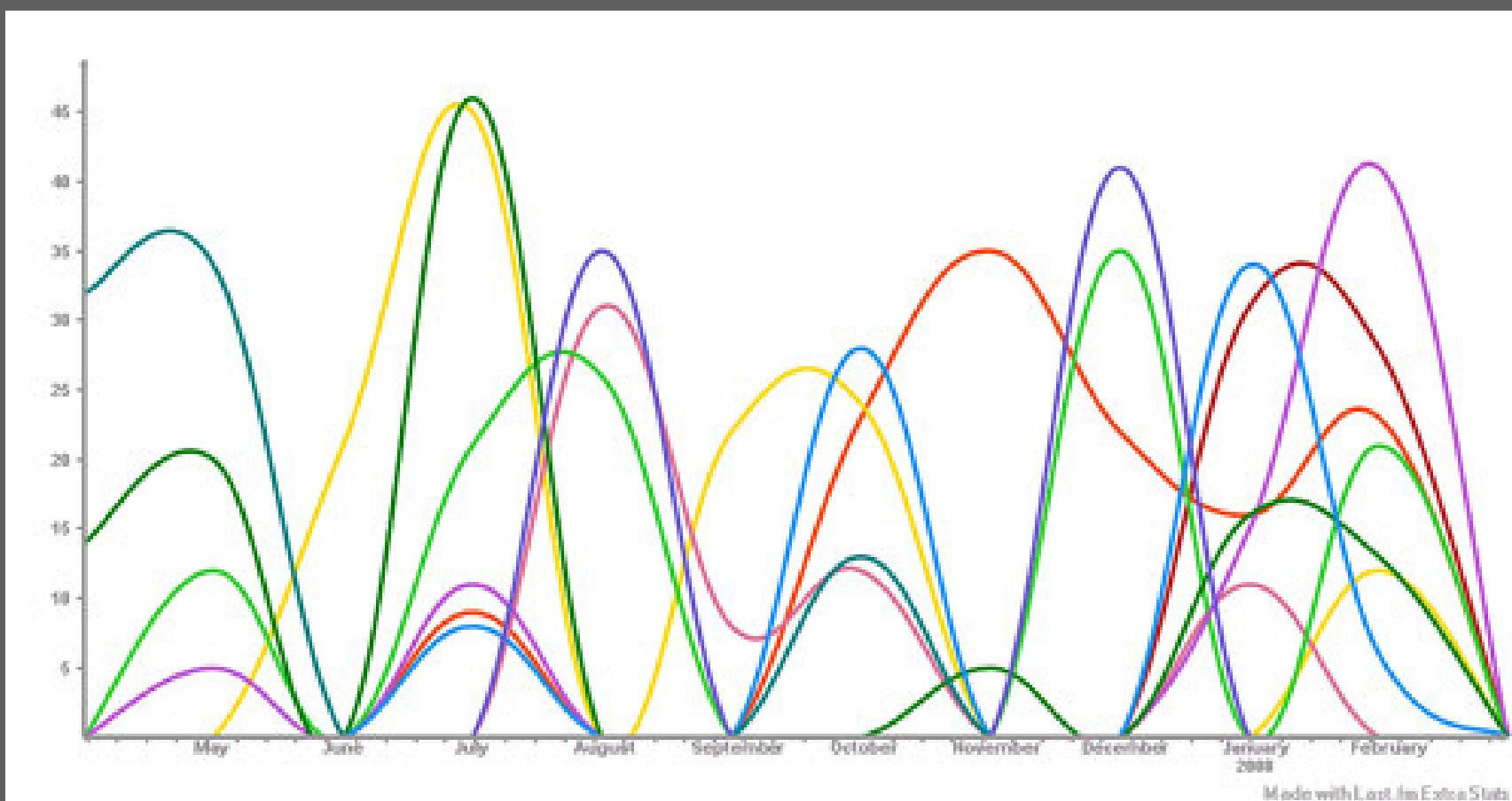
Process Improvements

- ⇒ Web Chats – 60 second pauses fail on customer satisfaction
- ⇒ Customers want ticket numbers
- ⇒ Daily metrics folded into monthly SLA's

The new management tool



Build Programs and track results



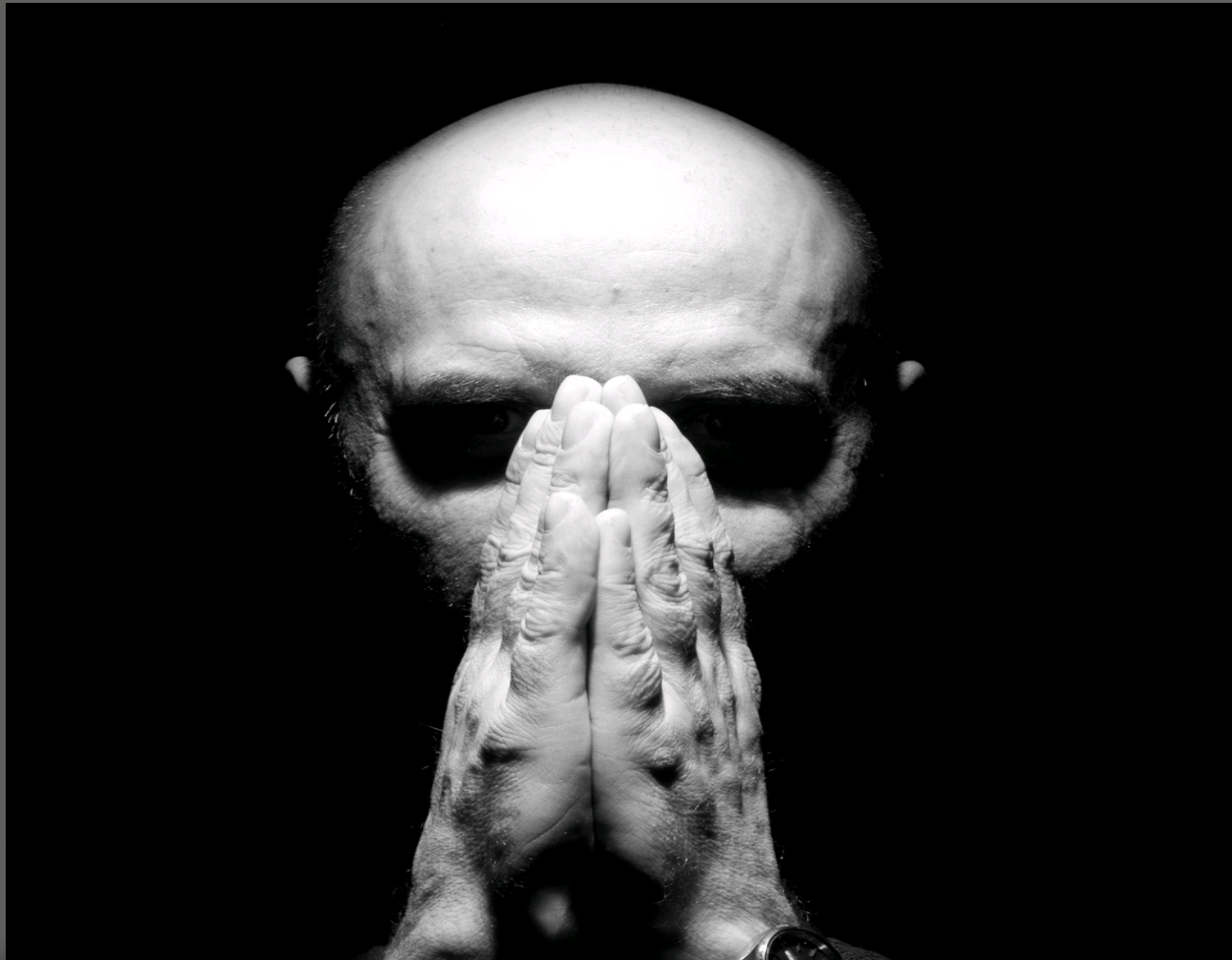
Program process

- ⇒ Find a potential problem through analysis
- ⇒ Define the problem and successful outcome
- ⇒ Brainstorm and Implement a solution
- ⇒ Track to see if problem is resolved

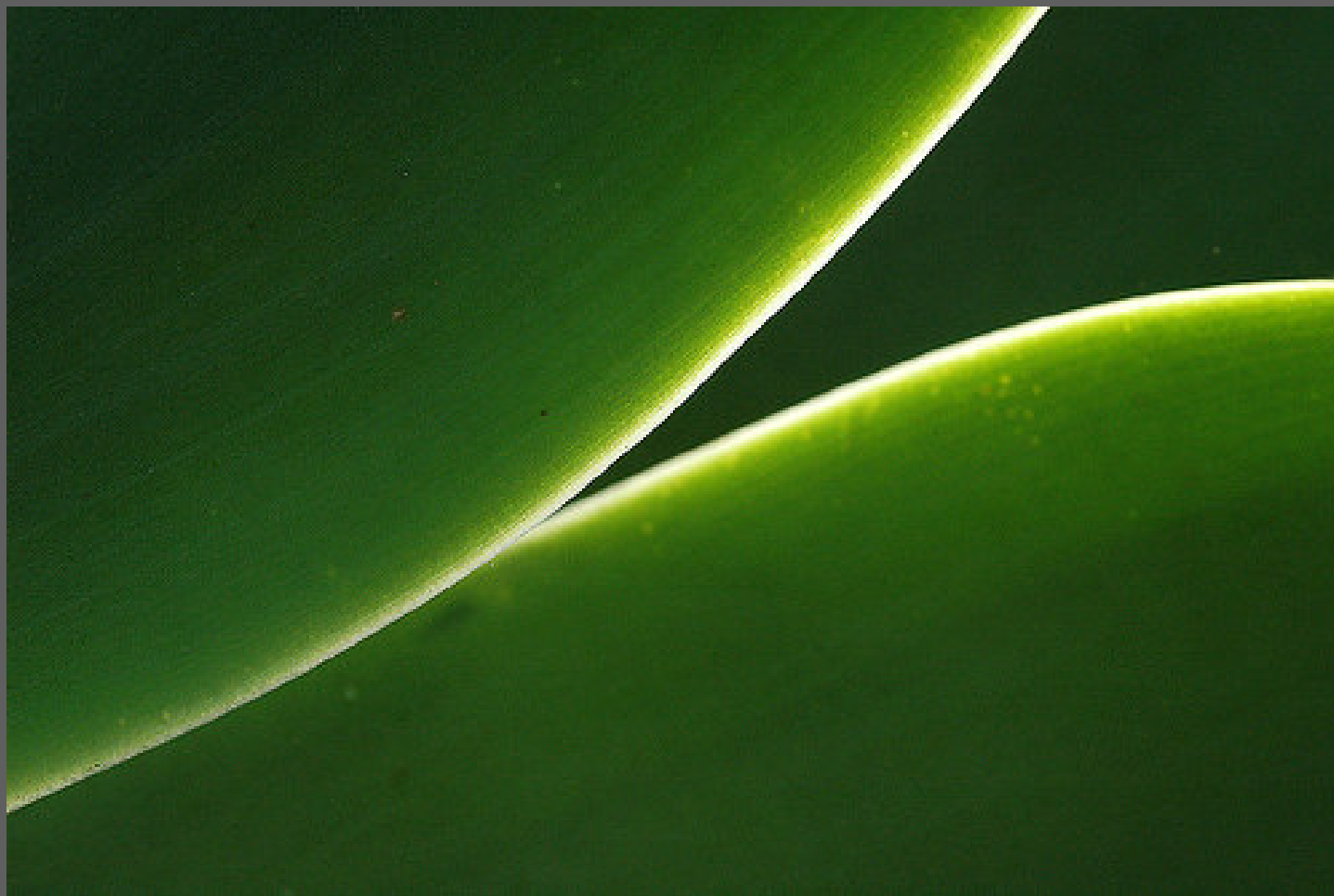


7. Confront the Ugly

Management and bad news



Sometimes, we just need less



Change the SLA's



Narrow Service Scope



Change Hours of Operation



Remember: Partner with Management



Thanks!



Contact Scot

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- ⇒ Cube Rules: <http://cuberules.com>
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