Genesys®

AT A GLANCE

Customer
Mobily
www.mobily.com.sa

Industry
Telecommunications

Location
Kingdom of Saudi Arabia

Agents
125

CHALLENGES

- Improve visibility into workloads and agent performance
- Optimize work prioritization and distribution

SOLUTIONS

- Enterprise Workload Management

TECHNOLOGY PARTNER

- IST

Transforming Complaint Handling

Mobily Lifts Back-Office Control to Another Level, Improving Productivity, Service, and Customer Outcomes

Customer Experience, Service Level Challenges

Mobily, the first mobile operator to bring 4G communications to the Middle East and North Africa, lives and breathes innovation.

The company recently transformed its back-office and support functions after recognizing challenges in customer experience and service level adherence. "Before, we manually distributed Siebel service requests and lacked visibility into the workloads, capacity, and average handling times across departments," said Sary Shukry, Head of Operation Development, Complaint Management, and Mobile Number Portability. "We struggled to prioritize work correctly." Agents would also cherry pick tasks from multiple work bins and complete the simplest first, resulting in degrading service levels and customer experience.

Genesys assessed how Genesys Enterprise Workload Management could improve complaint management, e-care and the handling of non-voice communications, and retention and campaign strategy.

Simple Solutions, Rapid Improvements

Implemented by partner IST, Genesys Enterprise Workload Management has enabled Mobily to drive up efficiency by engaging their workforce more effectively in the service process.

Previously, supervisors allocated tasks manually, which was slow and limited agility in addressing changes in business priorities. During busy periods it was difficult to move agents to the areas needing additional resources because they worked in specialized silos. Measuring agent performance was guesswork. SLA achievement remained at around 75%.

"Satisfaction has rocketed from 40% to 75%. And we manage very differently now. We do everything in real time and no longer have to make decisions based on yesterday's data."

SARY SHUKRY
HEAD OF OPERATION DEVELOPMENT, COMPLAINT MANAGEMENT, AND MOBILE NUMBER PORTABILITY

With Enterprise Workload Management, Mobily moved from a pull to a push workload management model, which had an immediate effect. Back-office operations now run like clockwork. Incoming requests are prioritized automatically and routed to the best skilled agent. With performance stats at their fingertips, supervisors can reassign resources on the fly and have time to coach team members. These improvements have led Mobily to increase SLA achievement to 92%.

"Genesys understood our vision for a unified system with central dashboard management from day one," Shukry said. "IST made a great job of installing the solution and their experts always respond on the spot if we need support." Simplicity of the solution was also important, Shukry said. "We can make changes to the underlying business rules on the spot—we don't need to wait for IT to do that."

Better Control, Better Outcomes

Using Enterprise Workload Management, Mobily customers don't wait for responses. Mobily reduced handling time by using one prioritized global task list based on business SLAs. Agents now multi-task and handle different cases for retention, campaigns, and mobile and broadband services. The system alerts supervisors to any unresolved cases before they can jeopardize the SLA.

The end result is fairer and more transparent work allocation for employees and fewer complaints and higher quality outcomes for customers.

Customer Experience, Business Results Elevated

For Mobily, Enterprise Workload Management provided a return on investment of 364% and payback within 10 months. The company expects to see a 40% productivity gain during the first year. In addition, the initial set-up can be reused, lowering costs to extend the approach to other departments.

Shukry said the project has made its mark on customer experience. "Satisfaction has rocketed from 40% to 75%," he said. "And we manage very differently now. We do everything in real time and no longer have to make decisions based on yesterday's data."

Mobily is able to more closely align the workload demand with the supply of skills and resources, eliminating the need for contingency overstaffing and reducing expense. They've also found it easier to implement strategies for intelligent channel blending and load balancing between departments.

RESULTS

- SLA achievement increased from 75% to 92%
- Customer satisfaction improved by 35%
- Financial payback within 10 months

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 25 billion contact centre interactions per year in the cloud and on premises.

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