



# Call Center Upgrade

## The Minnesota Experience

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## Organization:

- 3 teams
- 3 supervisors
- 4 lead workers
- 47 telephone agents

## Annual Customer Contacts:

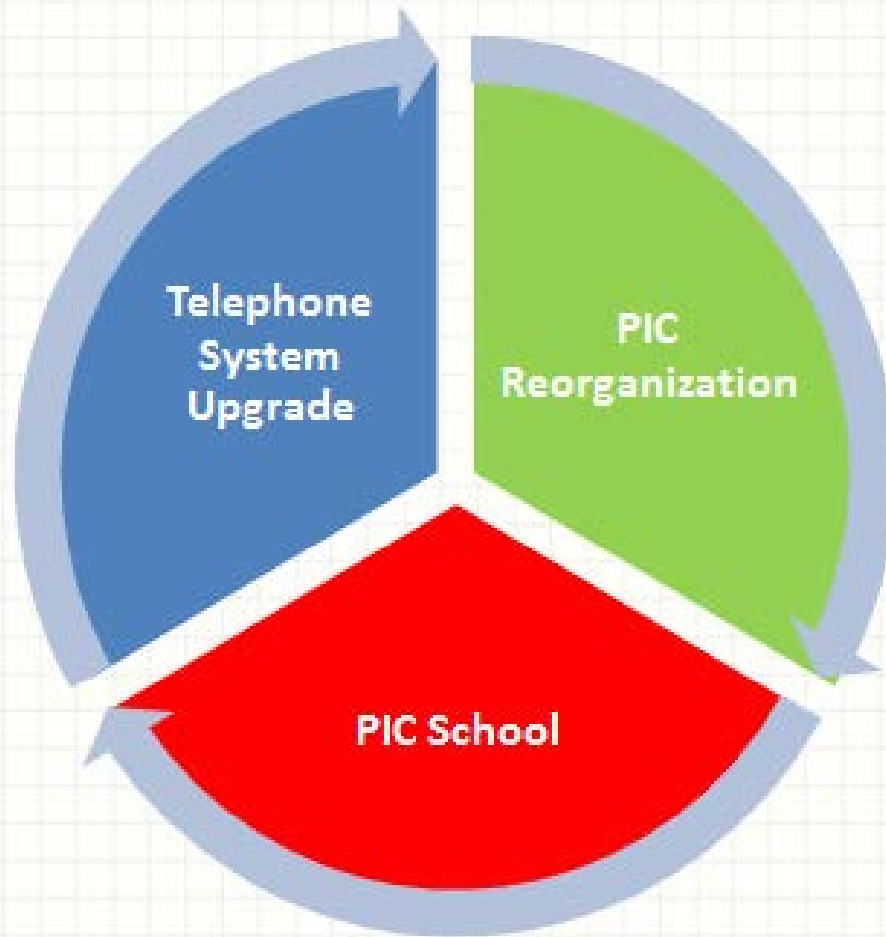
- Over 1 million customer telephone calls
- Over 80,000 customer emails
- *Additionally, PIC agents*
  - Staff the MNJIS system
  - Conduct offline research on complex motor vehicle and driver license issues

## Telephone Technology:

- DVS currently uses an ASPECT phone system
  - That is 20+ years old system that has exceed it's lifespan
  - Has no recording capabilities
  - Has an IVR that is no longer supported
  - Has an unfortunate history of breaking down....*alot*

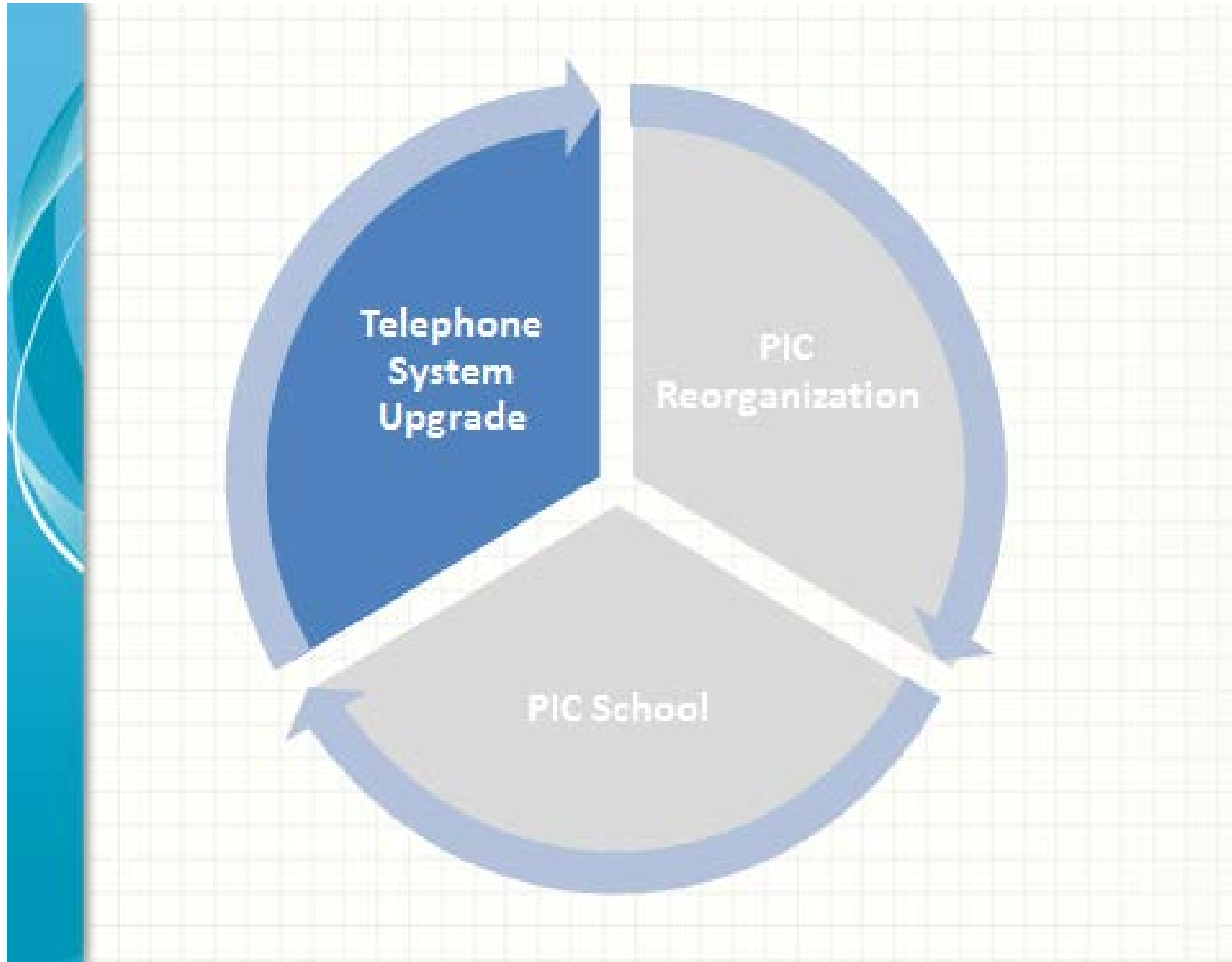


# PIC: A New Beginning





# Step 1



# DVS Contact Center Vision and Objectives

Vision: DVS requires a state-of-the-art contact center solution that will improve the customer service experience for more than 1 million annual customer contacts.

- Objectives:

- 95% first call resolution
- 80% of calls are handled at the agent level and 15% at the answer cube level leaving just 5% that are referred out of the center
- Robust reference tools for the agents
- Call routing protocol that sends calls to the appropriate agent
- IVR system that promotes self-service
- Training and cross-training protocol for agents
- Empowerment of agents to get first call resolution



# Functional Requirements

- Ease of navigation
- Real-time and historical reporting that provides useful information to contact center management
- Gets customers in and out of the system fast
- Provides as much customer self service information as possible limiting need for agent contact
- Flexible/Nimble solution
  - Able to make changes quickly
  - Solution meets changing DVS needs
- Quality Management Tools and Workforce Reporting
  - Ability to use reporting to manage staffing levels
  - Ability to manage staff skills/training properly assign resources





# DVS Contact Center Vision

- Contact Center
  - 100 agents and 10 supervisors
  - 20 skill groups
  - 24 unique queuing call flows
  - 24 inbound numbers – reduced from 300+
- Speech-enabled, self-service IVR and call routing
  - Self service for DL Status, DL delivery, and DVS site locator
  - Speech recognition for call routing
  - Text to speech for speaking DVS locations
  - Last agent routing



# Recording and Quality Assurance

Capture the full customer interaction – Voice and Screens

Review and assess the performance levels of agents

Set business-driven parameters that automatically pinpoint and record the most relevant calls



Call & Session Recording	Standard 10% voice recording scalable up to total recording for compliance, transaction verification and legal protection and screen recording. Speech energy bar for playback. Streams can be separated for compliance.
Tag and Search	Search for the recordings based on time, agent, or associated key data elements such as account numbers or escalation flags.
Evaluations	Forms include question level weighting, evaluator hints and KPI questions, which allow critical errors to “fail” the agent in the overall evaluation.
Secure	Encrypted recording and playback and PCI certified. Flexible export capabilities support archiving and export to a third party (WAV and WMA) from NAS/SAN.



# Step 2



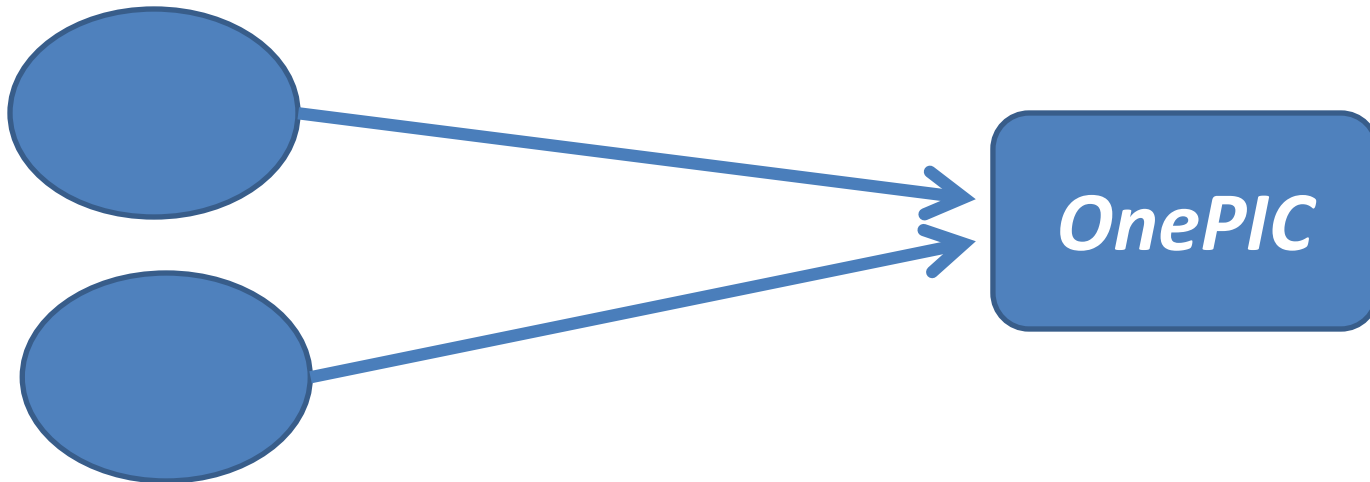


“One PIC”



# PIC Reorganization

Whereas there were 2 separate telephone call centers, the “OnePIC” strategy combines both

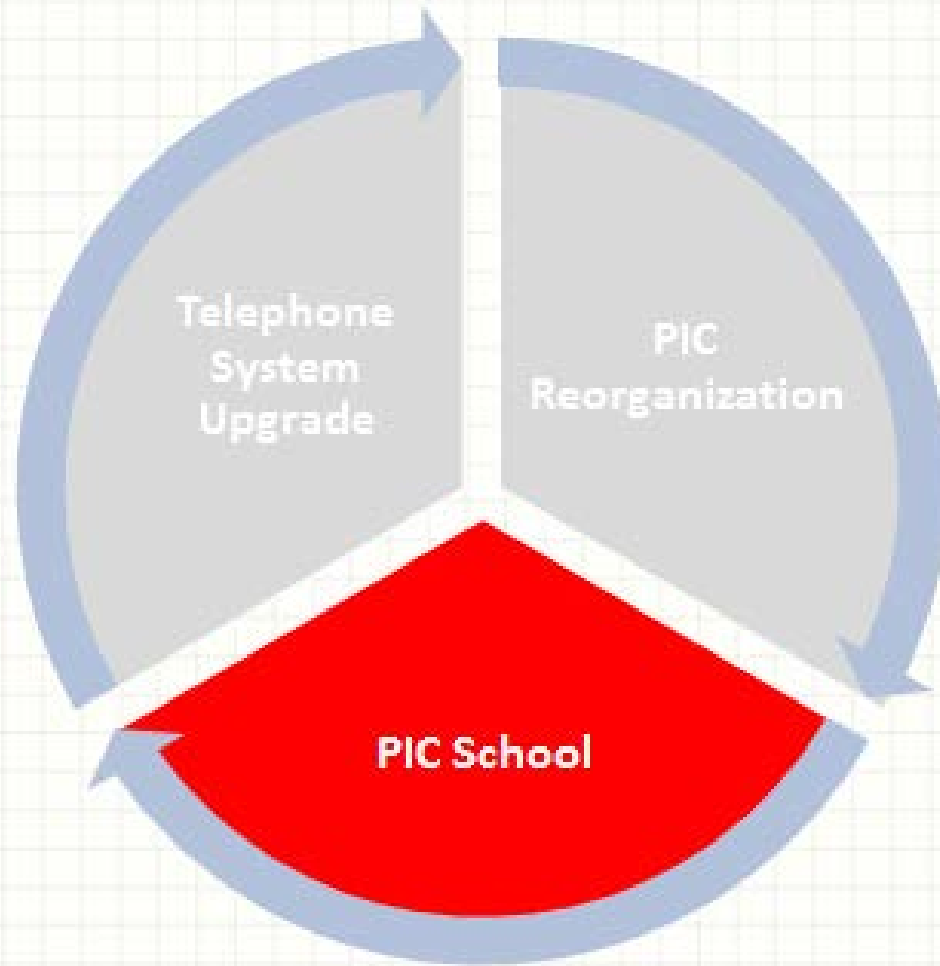


# PIC Reorganization

- The primary goal is to better assist customers through an enhanced knowledge base and call routing.
- Aligns with the DVS value of delivering superior customer service.
- Physically moves all telephone agents.
- Cross-training completed by March, 2016.



# Step 3





# PIC School



# PIC School

- New agent training had been a 1-on-1 model where an experienced agent would train a new agent.
- Some difficulties with this model:
  - inconsistent training
  - loss of productivity of the experienced agent.
- The "*PIC School*" was born as a means to standardize the training for new agents and bring them up to speed quicker.

The PIC School has three components:

1. Subject Matter training:
  - “Drivers License 101”
  - “Motor Vehicle 101”
  - “Driver Evaluation 101”
2. DVS customer service values – telephone system operation and tools available.
3. Practical Application in a controlled environment.