

sentact Workflow and Request Automation

THE CHALLENGE

Personnel of a State Housing Agency call center averaged over 700 phone calls on a daily basis concerning moving issues, recertification issues, and concerns with debit cards and inspections, but could only process approximately 150 of the incoming requests a day. Because of the overwhelming number of requests, the call center had to manage the incoming calls at an extremely fast rate, troubleshooting concerned vendors and clients and routing them to the appropriate staff for follow up through email, all while attempting to maintain a high level of customer service. Also, many received calls were repeat calls of prior requests to check status or because the resolution was not accurate. As a result, many of the calls and requests were not documented or lacked the necessary information to process them, which resulted in poor service delivery. Additionally, without a system in place to document calls and requests, the Administration did not have the ability to generate any reports. Such reporting was needed to determine productivity of incoming calls, the type of requests and resolution time to complete each request.



THE SOLUTION

The client selected Sentact's **XM** web based module. The Sentact implementation gave the Agency the technology needed to more effectively manage their client and vendor requests based on their desired business process. Implemented in 45 days, the System created a centralized communication tool for the staff to monitor and manage resolutions, while meeting their customer service levels. Based on the client's requirements, the main objectives targeted by Sentact's team were to:

- Provide an **easy to use system** that automates the dispatch process for the call center to better manage the incoming requests. With Sentact's easy to use interface, the call center would be able to process more requests than under their manual process that was currently in place. Sentact is their one source to process their requests.
- **Simplify and automate** work flow to allow more productivity and accountability. Through Sentact, the work would automatically be distributed to correct personnel, instead of the call center staff trying to decipher who the request goes to using email and phone calls. Sentact will automate this work flow process.
- **Centralize documentation and communication.** Under the current method, the call center would send emails or make phone calls to the staff with their requests. There was no method in place to manage the requests. Sentact automates and centralizes communication and documents the complete resolution process. It also automates notifications and escalations based on their business rules to alarm necessary parties.

THE RESULTS

- ✓ The State Housing Agency is now able to process more calls by 25%.
- ✓ Requests were documented, managed and escalated more timely and accurately
- ✓ Increased staff accountability and responsiveness
- ✓ Increased communication among staff members
- ✓ Customer service levels increased to thousands of clients and vendors with timely resolution of calls
- ✓ Reports can be run on any combination of information that Sentact is able to capture which allows administration to accurately report on their call center activity.

To learn more about Sentact's products and services, or to request a free demo, please visit our website at www.sentact.com
Email info@sentact.com, or at **847.439.1700** for more information.