

# Client Referral Insight Leads Non-Profit to Optimize Call Center Workflows



## \$200K

NEW OPPORTUNITIES



## 15%

REDUCED CALL HANDLE TIME

75% Contribution to Change ⓘ

8,857 (85%) of 10,482 Sessions

Call Handle Time performance was **32% worse than expected** for **Call Category: Grocery** and **Referral: True**

## INSIGHT

Calls requesting grocery vouchers have the highest volume of any category as well as an above average call handle time.

## CHALLENGE

A non-profit that services a large city was having trouble keeping up with the increased demand in their call centers. Because they were covering a highly populated area, they needed to find a way to streamline their call center operations and decrease the time it takes to service callers who are in need of referrals.

## ANALYSIS

Unsupervised's AI found that the average call handle time for calls requesting grocery vouchers was 32% higher than average. These calls also had 25% higher call volume than any other call categories.

## ACTION

Armed with data-backed insights, the non-profit began investing in building a team of expert call center agents with dedicated, ongoing training in high-volume call categories.

Focusing on categories with the highest volume calls and longest call handle times allowed the organization to pinpoint exactly what information and skills the agents were lacking and how they can improve. They designed custom training programs that armed agents with the knowledge they needed to speed time to resolution.

## VALUE

After implementing custom training programs, the non-profit's call centers reduced call handle time by 15% for referral-related calls and found over \$200K in new opportunities.