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| SLCC Logo | CONTACT CENTER |
| 2019-2020 ANNUAL ASSESSMENTSUMMARY OF RESULTS |

# Project (Assessment) Title

Contact Center: Evaluate if extended Monday – Thursday evening hours and Saturday hours have been successful.

# College-wide Strategic Goal

Increase Student Completion and Secure Institutional Sustainability & Capacity

# Assessment Overview

Starting in Spring 2019, the Contact Center has provided extended service hours from 6:00pm – 8:00pm Monday through Thursday and from 9:00am – 1:00pm on Saturdays. Having spent over a year with these extended hours, we now have enough call data to determine if these extended hours have been a worthwhile service for students.

# Methodology (Plan/Method)

Two core sets of data will be used for this assessment. The first set of data will include the total amount of calls handled by the Contact Center during the extended hours, broken down by day. This data will be taken from July 1, 2019 – December 31, 2019.

The second set of data will be manual records taken by our evening/Saturday staff, indicating whether they were fully able to assist the caller or whether they had to refer the caller to call back on another day in order to speak to another department. This data was collected between January 11 and March 11, though one of our 2 evening/Saturday technicians left their position before the data collection period was complete. Therefore, his data will not be used in the analysis.

This data will be compared with call data during traditional hours to see what percentage of total calls occur in the evenings and on Saturdays. It will also be evaluated against the cost of staffing these extended hours to determine the average cost per call during our extended hours.

# Timeline

January 2020 – March 2020: Inbound call team will manually result calls during extended hours to determine if the student was fully assisted or not.

March 2020 – Collect data from extended hours staff and call log data from Cisco Finesse reporting system

April 2020 – Evaluate data and compare to currently available data

May 2020 – Finalize data and create action plan based on data results

June 2020 – Complete and submit assessment

# Results/Findings

Included with this report are a spreadsheet with the daily call volumes during evening hours and on Saturdays from July 1, 2019 – December 31, 2019. Monthly evening and Saturday data is included below:

**Calls during evening hours (6:00pm – 8:00pm) by month:**

|  |  |  |
| --- | --- | --- |
|  | Total Calls | Average Calls per Evening |
| July | 324 | 19 |
| August | 683 | 40 |
| September | 195 | 12 |
| October | 169 | 9 |
| November | 144 | 10 |
| December | 123 | 10 |
| Total | 1638 |  |

**Calls on Saturdays between July 1 – December 31:**

|  |  |  |
| --- | --- | --- |
|  | Total Calls | Average Calls per Saturday |
|  | 660 | 29 |

Unsurprisingly, the volume of calls per month matched exactly with the traditional peaks experienced by Student Affairs, with the beginning of each semester resulting in a significantly higher number of students reaching out to the Contact Center.

The Contact Center is available Monday – Thursday from 7:30am – 8:00pm, Friday from 7:30am – 4:30pm, and Saturday from 9:00am – 1:00pm, for a total of 63 service hours per week. Evening/Saturday hours make up 12 of those hours, or 19%. **The total amount of calls received during evening hours and on Saturdays, 2,298, is roughly 4.5% of the 50,950 total calls received by the Contact Center between July 1 and December 31.**

Each of the 2 evening/Saturday part-time phone technicians make approximately $16/hour or $192/week during evening/Saturday hours. There were approximately 24 work weeks between July 1 and December 31, resulting in each employee making approximately $4,608 during that time, or a grand total of $9,216 to staff both employees for 6 months for evening and Saturday hours. **They handled 2,298 calls during evening/Saturday hours, which averages to about $4 per call answered.** This falls within the cost per call benchmark range of $2.70 - $5.60 set by F. Curtis Barry & Company and below the estimated cost per call benchmark of $7.85 calculated by MetricNet.

The data collected by the evening/Saturday technician regarding if she was able to fully assist the callers resulted in 95 callers assisted and 150 callers that she was unable to fully assist and had to refer them to call back during traditional business hours. **The percentage of callers she was able to help was 39%.**

# Action Plan (Use of Results/Improvements/Call to Action)

Handling only 4.5% of the total amount of calls the Contact Center receives during 19% of our work hours is noticeably low. However, staffing evening and Saturday hours is non-traditional for the College and most State of Utah entities, and it was never expected that there would be a significant influx of calls coming in during this time. Many students also probably don’t expect the College to be open and available those hours. The initial reasoning for extending the hours of service included making sure SLCC was available to students when they needed us. We specifically wanted to provide support to remote students and students who work later in the day and are only available to reach out to SLCC in the evenings or on Saturdays. Answering almost 2,300 student calls over six months is not an insignificant number and the ability to use part-time employees helps keep costs per call down to well within industry benchmarks.

An ideal solution would be to create extended hours only during the peak registration periods when call volumes are at their highest. However, SLCC has discovered that offering inconsistent hours over the course of the year leaves students confused and less likely to take advantage of the extended hours when they are available. Requiring staff to alternate their hours and adjust their schedules during rush periods also leads to less consistency and lower job satisfaction, especially since overtime hours cannot be offered. **My recommendation is to continue offering our evening and Saturday hours throughout the year and make no changes to them.**

Only being able to fully assist 39% of callers with their issues is lower than the benchmark set by the Contact Center. Without other offices available during evenings and on Saturdays, Contact Center staff needs to make sure we have the right information to share with students. We’ll never be able to help 100% of callers in the Contact Center, but we aim to help at least 70% of them without having to refer them to another department. While the data we collected is qualitative and far from exact, this low service number leads me to believe multiple steps should be taken to improve our overall service levels:

* **Additional training is needed for our part-time evening and Saturday staff**.
* **A broad review of the most common student issues will be done among the entire Inbound Calling team to identify gaps in knowledge and areas where the Contact Center is not properly equipped to solve student issues.**
* **A call-resulting system would be an extremely useful technological tool** **that could greatly assist the Contact Center in identifying gaps in our services and better identify trends in student needs.**

# Other Notes

References:

F. Curtis Barry & Company. (n.d.). Managing Your Cost Per Call. Retrieved from <https://www.fcbco.com/articles-and-whitepapers/articles/bid/129578/managing-your-cost-per-call>

Irizarry, A. (2020, May 13). 10 Key Call Center Statistics: 2017 Benchmark. Retrieved from <https://www.metricnet.com/10-key-call-center-statistics-2017-benchmark/>