

Date: April 21, 2022

To,

Bill Nixon,
Sr. Business Analyst,
Conestoga College,
Kitchener, ON

Subject- Regarding the Project 3 – Call Centre Process Final Solution Report

Respected Mr. Nixon,


I hope you are doing well. I am Mayurkumar Rafaliya, the Project Manager of Team G. I am writing this letter regarding the project 3 – final solution draft developed after analyzing the call center issues of OHT and recommending suggestions. The following are a few essential documents created for the Project 3 – Final Solution Draft deliverable:

- Client Background
- Project Scope
- Infrastructure Upgrade Suggestions
- Website Tech Suggestions
- RFQ Documents

It would be a great honour for us if you could review the documentation and provide your valuable feedback, which would guide us for future analysis. I look forward to hearing from you soon.

Regards,

Mayurkumar Rafaliya
(Project Manager)



CALL CENTRE PROCESS – PROJECT3 FINAL SOLUTION REPORT

INFO8440 – Integrated Case Study

Date: April 21th, 2022

Team G

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1.Document History Chart

Sr N	Revised Date	Document Name	Created By	Action
1	04/02/2022	Cover Letter	Cathleen Mathew	Created a cover letter and published it
2	04/02/2022	Cover Page	Anusha Ashokan Palat	Created a cover page
3	04/02/2022	History and Background of OHT	Anusha Ashokan Palat	Research and created a client background
4	04/02/2022	List of the involved persons / roles / actors / stakeholders	Jigeesha Kocher	Went through all the knowledge and Created a list of persons, roles, actors and stakeholder
5	04/02/2022	List of current business challenges of OHT	Chaitanya Keesari	Listed all the challenges of OHT
6	04/02/2022	The Brand involved and their Status	Jigeesha Kocher	Listed all the brands and their status
7	04/02/2022	As-Is Principle and Key Metric	Mayurkumar Rafaliya	Reseached about AS-IS principle and key Metrics
8	04/02/2022	Project Scope	Anusha Ashokan Palat	Developed a project scope and published it
9	04/02/2022	Known Client Requirement	Anusha Ashokan Palat	Gathered known client Requirements
10	04/03/2022	RACI Matrix and Gantt Chart	Mayurkumar Rafaliya Prajwal Nayak	Created a RACI Matric and Gantt chart
11	04/03/2022	Work Breakdown Structure	Cathleen Mathew	Created a work break down structure
12	04/03/2022	Consideration	Chaitanya Keesari	Created a consideration for OHT
13	04/03/2022	Style Guide	Chaitanya Keesari	Created a style guide for project documents
14	04/03/2022	Measures of Success	Jigeesha Kocher	Developed measures of success for team
15	04/03/2022	Assumptions	Jlgeesha Kocher	Gathered assumption from team and documented

16	4/15/2022	Use case / Cockburn template	Cathleen Mundat	Created use case diagram using visio and Cockburn for use case diagram
17	4/15/2022	Pseudocode	Chaitanya	Created pseudocode for call centre process
18	4/15/2022	One Website Tech Suggestion & project plan	Chaitanya	Created project plan for website technology
19	4/15/2022	Infrastructure Upgrade One Suggestions & project plan	Anusha	Created suggestions & project plan for Infrastructure Upgrade One
20	4/15/2022	Infrastructure Upgrade Two Suggestions & project plan	Jigeesha Kocher	Created suggestions & project plan for Infrastructure Upgrade One
21	4/15/2022	General documentation about Role Time Used Analysis	Prajwal Nayak	Created report for call centre time analysis
22	4/15/2022	Greeters Role, Medical imaging & TrackR role Time Used Analysis	Prajwal Nayak / MayurKumar Rafaliya	Data analysis on call centre process for all agent types
23	4/15/2022	Detailed project plan for Infrastructure one & Two	Prajwal Nayak / MayurKumar Rafaliya	Created project plan for infrastructure One & Two
16	04/16/2022	References	Team G	Created a reference list
17	04/16/2022	Document Creation	Anusha/Prajwal	Collated all the part of the document and created a final report
18	04/16/2022	Document Review	Team G	Reviewed the Final document

2.Executive Summary

This project aims to help the OHT's Customer Support Division employees reduce their call time burden, increase the TrackR and OHT Med customer satisfaction, and enhance the call centre process. The infrastructure suggestions include two suggestions; one suggestion is to implement an automated call centre software to improve the customer experience and lessen the employees' burden. And the second suggestion is to implement live chat support with ChatBot, which will reduce the call time. The staffing solutions recommend training the Greeters to be involved in the call centre process by giving TrackR Tech and OHT Med Tech duties, further reducing the technicians' workload. Also, the FAQs (Frequently Asked Questions) are recommended to be added to OHT's website to help customers resolve the general queries and reduce the number of calls the technicians handle every day. With these suggestions and recommendations, the employees working for OHT's Customer Support Division can work efficiently, and customer experience and satisfaction will be significantly enhanced.

3.CLIENT BACKGROUND

History and Background of OHT:

Oury Health Tech Ltd (OHT), a business-to-business organization, started its business in January 1998. The organization is into selling medical equipment to the local medical clinic and also launched its new wearable fitness monitor, TrackR, in February 2017. The CEO of the company is Billy Bob. The organization is planning to expand in the future; currently, they have six executives working under multiple departments with 100 employees.

Initially, the TrackR business gained popularity among the public, but soon, a major retailer and customers returned the products due to complaints regarding the TrackR's application. The number of customers calls to the OHT's call centre increased immensely. The OHT's Customer Support Division, which initially handled the support calls in two minutes and 15 seconds, could not handle the current situation. The average call duration increased by 29 minutes and 50 seconds. Each of these telephonic sessions lasted above 30 minutes. The TrackR employees were stressed out and are under tremendous pressure. The TrackR end users are unable to contact the support team, so the number of TrackR returns increased.

Eventually, in December 2018, the company announced the potential bankruptcy in the upcoming two years. The organization now requires the Business Analysts who are hired to understand the support call durations from past and present. The Business Analysts are to analyze the operational data of call centre employees to develop As-Is and To-Be profiles and come up with effective suggestions and models to restructure the call centre's process and infrastructure.

More details about the client background can be checked in the attached file with the filename:

1. P2 Call Centre Needs 21May07

2. Call Centre Overview 21May05
3. OHT Timeline Phase 2 210507
4. OHT Call Centre Processes 21May05
5. OHT Timeline Phase 1 210507
6. OHT Org Chart as of 2018July – 210530

4. List of the involved persons / roles / actors / stakeholders

The following table displays the people involved in their roles/ actors /stakeholders.

ID.No.	Involved Persons	Role/Actors	Description
1	Billy Bob	CEO	Client/ Stakeholder
2	Medical Imaging's Customers	Customer	Client
3	Medical Imaging Clients	Customers	Client
4	Team Member	Support Staff	Stakeholder
5	Team member	Product Expert	Stakeholder
6	Team Member	Customer Service representatives	Stakeholder
7	Team Member	TrackR Customer Service Manager	Stakeholder
8	Team Member	CSD Manager	Stakeholder
9	Marketing Director	OHT Director	Stakeholder
10	Team Member	OHT Employees	Stakeholder
11	Team Member	Head of Call Center	Stakeholder
12	Team Members	CSD Employees	Stakeholder
13	Team Member	Greeter	Stakeholder
14	Team Member	TrackR Tech	Stakeholder
15	Team Member	TrackR Tech Expert	Stakeholder
16	Team Member	OHT Med Tech	Stakeholder

5. List of current business challenges of OHT

The following table lists the present challenges faced by OHT.

ID.No	Current Business Challenges	Description
1	Decreased Customer Satisfaction	OHT is in need to increase customer satisfaction by enabling proper methods to be more approachable for the customers.
2	Increased call times and busy lines.	Decrease the call time and avoid missing and abandoning calls from the customers.
3	TrackR employees are stressed	The TrackR employees are overworked and stressed. They do not know how to handle the current situation.
4	Medical Imaging staff are frustrated	The Medical imaging employees are verbally assaulted due to regular 'line busy' tones.
5	Lack of usage of customer data.	Lack of usage of call centre process feedback data on dPBX to improve and increase customer satisfaction.

6. The brand(s) involved, and their current statuses

The following list shows the brands, competitors, and suppliers involved in wearable fitness monitor sales and OHT and their status.

S.No	Brands/Competitors	2019 Sales	Current Status
1	Apple	\$1,07,00,000	Competitor
2	BBK	\$31,00,000	Competitor
3	Fitbit	\$2,40,00,000	Competitor
4	Garmin	\$61,00,000	Competitor
5	Jawbone	\$15,25,000	Competitor
6	Nike	\$0	Competitor
7	OHT	\$26,100	Competitor
8	Other	\$3,60,00,000	Competitor
9	Samsung	\$50,00,000	Competitor
10	TomTom	\$10,00,000	Competitor
11	Xiaomi	\$1,87,00,000	Competitor

S.No	OHT Organization	Current Status
2	OHT TrackR	Business
3	OHT Medical Imaging	Business
4	TrackR Customers	End Users
5	Medical Imaging Customers	End Users

S.No	Current Suppliers
1	Samsung
2	life.augmented
3	American Vanadium
4	Banda.com
5	bluegiga
6	Qualcomm

7. AS-IS Principle and Key Metric

The following are the list of AS-IS principles followed in OHT in trackR and medical Imaging business.

1. All support for the TrackR should be provided over the phone calls.
2. All the call are first picked up by the greeter and then it is directed to the different department as per the customer's requirement.
3. CSD uses a Digital Private Branch Exchange (dPBX).
4. Currently, OHT's VP meets 3 times a week every week.
5. OHT Call Centre's first-line staff are paid \$16.00 per hour and have a payroll burden factor of 1.35. As well, experts and CS Managers are paid \$21.00 per hour.
6. Improve Cashflow in the TrackR business to enhance profitability.

8. Gifts, Skills, Concerns and Attitudes

Please find the Gifts, Skills, Concerns and Attitudes in the following attached document with filename:

'OHT Call Centre Processes 21May05'.

9. PROJECT SCOPE

Project Name:	OHT Call Centre Project
Date Submitted:	4/15/2022
Prepared By:	Anusha Asokan Palat
Project Start Date:	03/25/2022
Project End Date:	
Senior Business Analyst:	Bill Nixon
Program Manager:	Mayur Kumar Rafaliya

Known Client Requirements:

For more details, please go through points 0 to 29 in the attached document named P2 Call Centre Needs 21May07' (Link:

<https://conestoga.desire2learn.com/d2l/le/content/539481/viewContent/11890061/View>).

This document was provided to us by the client.

Summary of Project Deliverables:

DivID	Project Final Deliverables (RFIs and PM Docs Deliverables are optional)	Need / Requirement ID
A	Letter of Transmittal	20
B	Cover Page	20
C	Page Headers, Footers and Numbering	20
D	TOC	20
E	Document History	20
F	Executive Summary	21

G	Assumptions	21
H	Conclusions	21
I	Background and overview of client	22
J	Requests for Information with NDA (included as an Appendix)	23
K	Project Scope Document	24
L	Business Challenges	22
M	Current Brands Involved and their Statuses	22
N	Detailed References for all Sources of Knowledge	23
O	Possible Future Analysis and Development for Call centre analysis	26
P	As-Is Principles or Key Metrics	26
Q	Gifts, Skills, Concerns and Attitudes	26
R	Use Case Diagram	1
S	One Cockburn Template for Each Interaction	2
T	Call Centre Process Flow(s) for Medical Imaging	3
U	Pseudo Code to supplement Process Flow(s)	3
V	Call Centre Process Flow(s) for TrackR	3
W	Pseudo Code to supplement Process Flow(s)	3
X	Known Client Requirements	3
Y	One Website Tech Suggestion	3
Z	Two Staff Deployment Suggestions	4
AA	Only One Staff Deployment Suggestion	4
AB	Infrastructure Upgrade One Suggestions	6
AC	Infrastructure Upgrade Two Suggestions	6
AD	General documentation about Role Time Used Analysis	7
AE	Greeters Role Time Used Analysis	1
AF	Medical Imaging Role Time Used Analysis	1
AG	TrackR Role Time Used Analysis	27
AH	RFQ for Infrastructure Upgrade One	6
AI	Background	6
AJ	Vision	6
AK	Needs/Requirements	6
AL	RFQ for Infrastructure Upgrade Two	6
AM	Background	6
AN	Vision	6
AO	Needs/Requirements	6
AP	Utilization Analysis for Staff Role Change One	4
AQ	Utilization Analysis for Staff Role Change Two	4
AR	Detailed Project Plan for Call Centre Website Tech	5
AS	Background	5
AT	Vision	5
AU	Needs/Requirements	5
AV	Actions	5
AW	Deliverables	5
AX	Detailed Project Plan for Infrastructure Upgrade One	6
AY	Background	6
AZ	Vision	6

BA	Needs/Requirements	6
BB	Actions	6
BC	Deliverables	6
BD	Detailed Project Plan for Infrastructure Upgrade Two	6
BE	Background	6
BF	Vision	6
BG	Needs/Requirements	6
BH	Actions	6
BI	Deliverables	6
BJ	Risks to each or all of the three projects	4
BK	Results Projections for Staff Role Change 1	4
BL	Results Projections for Staff Role Change 2	4
BM	Excel Projection of Upgrade 1 Benefits	6
BN	Excel Projection of Upgrade 2 Benefits	6
BO	Gantt Chart	25
BP	Merged Final Report	
BQ	PowerPoint Presentation	
BR	RACI+, Documentation, Backup Sheets	
BS	Time and Effort Reporting	

Activities to do to produce the Deliverables: For most of the deliverables mentioned, we will be researching, creating, developing, packaging, and publishing them.

10. TOOLS AND TECHNIQUES

RACI MATRIX

RACI (Responsible, Accountable, Consulted, Informed) Matrix is a chart used to determine the role and responsibility of the tasks of all the employees. Also, it consists of all the decisions taken place while working on the project's deliverables.

Please find the attached file with the file name:

'W22_INFO8440_TeamG_Project3_RACIMatrix_GanttChart'.

GANTT CHART

A Gantt chart is used for planning and scheduling all the work. It is mainly used to simplify complex projects. It consists of the start date, end date, duration, and progress of each activity.

Please find the attached file with the file name:

'W22_INFO8440_TeamG_Project3_RACIMatrix_GanttChart'.

11. Work Breakdown Structure

The following the work breakdown structure of OHT.

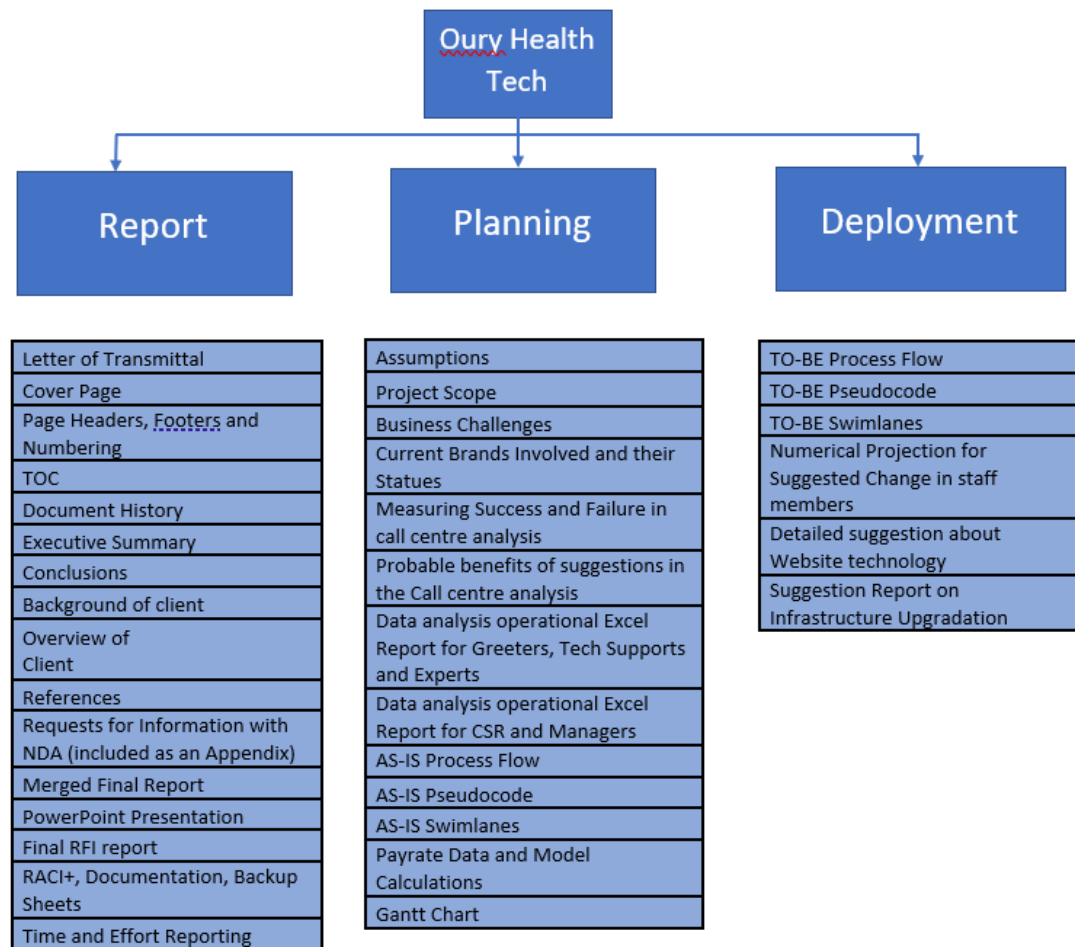


Figure 1: Work Breakdown Structure

12. Consideration

12.1 Risk Mitigation Plan

The below table depicts the risks and risk mitigation involved in this project.

S. No	Risk	Risk Occurrence	Risk Impact	Risk Description	Risk Mitigation
1.	Individual Issues	High	Moderate	A team member not being able to contribute due to personal/health /other issues could affect the outcome of the group.	Creating a RACI, conducting daily scrum meetings to follow up on the deliverables staying up to date on the individual progress, supporting one another, and working as a team to deliver the best outcome.
2.	Team Disputes	High	Moderate	One or more team members have disagreements over varied opinions.	The manager will be responsible for conducting team meetings meeting with the individuals facing the dispute to discuss the issue and resolve it, considering all the team opinions not to affect the team's outcome.
3.	Unorganized Workload	Moderate	High	One or more team members could face unequal workload due to the unorganized distribution of work.	A properly planned, team-approved RACI is established and updated during the projects. We will conduct daily scrum meetings, which will take feedback to avoid overburdening the team members.
4.	Unforeseen Circumstances	Low	High	One or more facing a blackout/Internet Issues/Weather Conditions, etc., could affect meeting the deadlines.	The Team Manager will be responsible for contacting the team member/s to check if everything is alright and assign the work among other team members to cover for the affected individual/s or contact the client to explain the situation and request an extension.

13. Style Guide

Title Font	
Size	36
Style	Heading 1
Font	Calibri Light (Headings)
Colour	Blue, Accent 1, 40% Darker
Example	Title
Heading 1	
Size	16
Style	Heading 1
Font	Calibri Light (Headings)
Colour	Blue, Accent 1, 25% Darker
Example	Heading 1
Heading 2	
Size	13
Style	Heading 2
Font	Calibri Light (Headings)
Colour	Blue, Accent 1, 40% Darker
Example	Heading 2
Heading 3	
Size	12
Style	Heading 3
Font	Calibri Light (Headings)
Colour	Blue, Accent 1, 40% Darker
Example	Heading 3
Body	
Size	12
Style	Normal
Font	Calibri (Body)
Colour	Black
Example	Content

14. Measure of Success of the Team

- Providing effective solutions to OHT Team aligning and fitting with OHT project scope and cost, call centre process queue time can be reduced drastically resulting in customer satisfaction.
- Accomplishing and delivering the task by all the team members by working on time.
- As a business analyst, we will make sure that we follow professionalism and come up with realistic and cost-efficient solutions.
- Each team member will respect others and share their thoughts and ideas related to the project.
- Client approval will be treated as most important. Feedback sessions can be held to discuss the scope improvement after each deliverable.

15. Assumptions

- All the funding and resources needed for the project are available.
- All the technology devices needed are accessible by the team
- The standard quality of the team will not be compensated.
- The project will be completed before the deadline according to all the business needs of the client.
- Project working environment will be positive and understanding.
- The implementation cost for Infrastructure suggestion one is assumed.

16. Infrastructure Upgrade One Suggestions

In the current scenario, the greeter will answer the phone and determines the caller's needs as soon as possible. The real challenge is that the greeter should be able to identify the needs of caller without hearing the whole story. Once the greeter identifies the requirement the call will be transferred to the corresponding queue. The greeter will take 30 seconds to two minutes to perform the mentioned activity. The other duty of the greeter is to monitor the external voice mailbox, listen to every message as quickly as possible and route it to the corresponding internal mailbox.

Recommended suggestion:

The work of greeter can be automated through an automating call centre software. The human intervention with the customers can be minimized while using an automated call centre software. The greeters can be given training and deployed into another support position.

Automated Call Centre Software:

The Genesys is an automated call centre software, which is a cloud based solution to organization levels of communication, and collaboration. This software offers voice bots, chatbots, and speech-based IVR along with other tools.

Here, the Genesys Cloud CX 2 is package recommended as suggestion. Few advantages the package provides are

Speech Enabled IVR

Customers can interact with the system and feel completely natural with the help of Natural Language technology (NLU) and solve their issues quickly. The speech-enabled IVR is multilingual and this will be an added advantage to customers.

Voicebots

The voicebots are powered by AI technology which allows the caller to navigate the IVR (interactive voice recognition) system with the help of natural language. The advantage here is that the caller does not require to listen the menus and press the numbers according from the keypad instead the caller speak to IVR with a call simulation to the live call centre agent.

Chatbots

The chatbots provides self-service assistant for 24/7 to the customers. The chatbots are powered by AI technology. They automate a natural conversation between various digital channels. Usually, chatbots identifies customer information and recognizes activities to respond to their queries. The chatbots can transfer the conversation with the context to the agent whenever required. Also, the chatbots automates call backs option whenever necessary.

Benefits of this suggestion:

1. Customers are no need to wait since they are provided with 24/7 self service with IVR which provides personalized support.
2. The automated request and responses will reduce workload of agents.
3. After providing automated response, if the issues are not resolved, then the call can be transferred to live agent with context which will prevents unclear conversations.
4. The bots can easily transfer calls to a live agent whenever required.
5. With the implementation of this software customer experience will be enhance and the customer satisfaction will be improved.

Implementation of Genesys Cloud CX 2:

1. The OHT should provide technical and business requirement to the Genesys team.
2. After engagement the Genesys team will provide access to the Genesys Cloud solution.
3. A demo of Genesys Cloud is provided to the OHT CDS (customer division support) team.
4. The user-acceptance testing Genesys Cloud CX 2 will be performed and the outcome should be documented with the help of Genesys team.
5. Before implementation of the Genesys Cloud CX 2 software in the OHT's call centre system, the OHT's customer division support employees must be trained on the software.
6. The Genesys team will check for production readiness to confirm whether the OHT's CDS team is ready for the successful rollout of the new software.
7. The Genesys team will be ready to assist in the questions regarding configuration.

17. RFQ for Infrastructure Upgrade One

Please find the RFQ for the Infrastructure Upgrade One in the following attached document with filename:

'W22_INFO8440_Team G_Project3_RFQ_Infrastructure Upgrade One'

17.1. Background

The implementation of automated call centre software will automate the process of the greeters where the chatbots responds to the caller's queries by identifying the record of caller and if needed transfer the call to the agent. This software reduces the wait times of callers, reduces workload of agents, automates voicemails, through which the customer experience is enhanced, and customer satisfaction is improved.

17.2. Vision

The main goal of the automated call centre software is to reduce wait times of caller, provide resolution swiftly, remove unclear conversations and to reduce the human intervention.

17.3. Needs/Requirements

1. The first step is the engagement with the Genesys which will allow the business to go-live within thirty days of the first meeting with Genesys.
2. The key training materials, articles and documentation regarding the Genesys will be reviewed to provide the OHT's employees with more insight.
3. A Genesys Cloud functionality demo will be presented.
4. After the post go-live of Genesys Cloud CX 2, the continued assistance and support from the Genesys team will be available for in the next 30 days, the OHT can make use of this assistance.

18. Detailed Project Plan For Infrastructure Upgrade One

18.1 Background

Since OHT was identified as the single most successful run department, it has provided adequate replies in minutes. Furthermore, the average duration of the customer service contact was only 2 minutes and 15 seconds. With many calls going unanswered and customer satisfaction at an all-time low, the average call length has climbed 13.2x to 29 minutes and 50 seconds each call (29:50). Outgoing calls are frequently unable to get a line, and voice mail messages are returned as promptly as feasible by phone, which appears to be roughly a 90-minute turn-around.

18.2 Vision

OHT wants to improve its customer service and reduce the wait time for the customer while on the call. OHT wants to make the call center more efficient by improving the

infrastructure. Using the Automated system to triage the incoming calls can make the call answering process faster.

18.3 Needs/Requirements

- An Genesys must be able to greet customers.
- Genesys must be Triage call to the different departments.
- OHT must have a valid system to set up Genesys.
- Genesys must be able to do an analysis on the call data.
- All the calls must be routed from the Genesys.

18.4 Actions

Automated voice can be deployed in multiple phases. The phases are described below:

Genesys Consulting:

In this phase, the feasibility of the system and its benefits of this system will be evaluated.

Genesys design:

Describe and identify which functions can be automated successfully with the IVR System.

Genesys Development:

A programming team is created, and tasks are allocated to complete the building of an automated phone answering program as part of an Automated Voice System.

Genesys Programming:

The development and creation of the IVR phone application take place during the programming process. Traditional programming languages or high-level IVR programming tools can be used to do this.

Genesys Testing:

Testing is an important aspect of every new Automated Voice System development project. Not only is the IVR programme tested for functionality, but also for how well it functions under stress and error scenarios.

Genesys implementation:

A new Automated Voice system project's implementation is the last step. The IVR System program is placed in a live environment during this time, with real end-users using the new program's functionality. During this first stage of implementation, IVR developers keep a tight eye on the IVR's performance.

Genesys monitoring:

Controlling how an automated phone answering (IVR) system works is called management. This includes overseeing computer and telecommunications resources, as well as the IVR program's current maintenance and future developments

18.5 Deliverables

Genesys software

Genesys License

19. Infrastructure Upgrade Two Suggestions

Current scenario:

Since OHT was identified as the single most successful run department with satisfactory answers within minutes. Also, the average time taken by the customer support call was just 2 minutes 15 seconds. Now the average call time has increased by 13.2x to 29 minutes and 50 seconds per call (29:50) with many calls going unanswered and customer satisfaction at an all-time low. Voice mail messages are returned as quickly as possible by phone, which appears to be about a 90-minute turn-around; outgoing calls often are unable to get a line.

Recommended solution:

So, to overcome this problem we can use the greeter as a call back person who will be responsible for attending to the calls in the wait queue. So, changes to the infrastructure of making calls could be changed. If the customer is in a waiting queue, they can be given an option through the Live Agent software to leave the mobile number if they are interested in receiving a call back from customer support in order to address the issue. The mobile number left by the customer will be saved in the software and the call back person will access them in the order of the time of the incoming calls and revert them to address the issues. In this way, 90-minute turn-around time can be reduced and the customer support efficiency can be improved resulting in customer satisfaction.

LiveAgent Software

The automatic callback feature in the software is a computer telephony function that allows callers to request a callback if the line is busy, if there are no available agents to pick up their call, or if they simply want to be called back at a later time.

How does it work?

As a LiveAgent user, we can implement the callback function into our IVR menu. For example, our IVR menu could sound like this:

“Press 1 for sales

Press 2 for billing

Press 3 for technical support

Press 4 to request a callback”

Once the caller requests a callback, the call will be instantly terminated. However, LiveAgent will keep the caller’s phone number in the caller queue. When the phone number reaches the front of the queue, LiveAgent will automatically dial the caller’s phone number and connect them to a designated support agent.

Why should we use this software?

- Having a callback feature shows that you value your customer’s time
- It indicates that customer convenience is a priority for your company
- It shows that your company is striving to improve the customer experience at every touchpoint

- It ensures that your agents provide thorough service (knowledgeable, personalized) every time (without rushing and making mistakes due to the stress from long call queues)

Implementation of Callback feature

- Log in to your LiveAgent account
- Navigate to Configuration
- Click Call
- Go to Numbers
- Click Edit existing number
- Select IVR
- Follow the steps outlined in our knowledge base callback setup guide
- Download pre-recorded IVR messages from the “List of General IVR Sounds You Can Use” section and upload them to LiveAgent (or alternatively record your own IVR menu messages)
- Click Save

Benefits of Callback feature

- Increased customer satisfaction
- Reduced abandoned call rates
- Increased agent productivity
- Track and monitor call statistics

IVR

Interactive voice response or IVR is an automated business phone system feature that interacts with callers and gathers information by giving them choices via a menu. It then performs actions based on the answers of the caller through the telephone keypad or their voice response.

VoIP

Voice over Internet Protocol (VoIP) is a proven technology that lets anyone place phone calls over an internet connection

20. RFQ for Infrastructure Upgrade Two

Please find the RFQ for the Infrastructure Upgrade One in the following attached document with filename:

‘W22_INFO8440_Team G_Project3_RFQ Infrastructure Upgrade Two

20.1. Background

The average time taken by the customer support call was just 2 minutes 15 seconds. Now the average call time has increased by 13.2x to 29 minutes and 50 seconds per call (29:50) with many calls going unanswered and customer satisfaction at an all-time low. Voice mail

messages are returned as quickly as possible by phone, which appears to be about a 90-minute turn-around; outgoing calls often are unable to get a line.

20.2. Vision

The main goal of introducing a callback person was to improve the customer satisfaction and reduce the average call time which increased over the time. Also, the aim was to reduce the unanswered calls and revert to all the customers to increase efficiency of customer support service.

20.3. Needs/Requirements

- Firstly, the initial need is to set up the LiveAgent software with proper network connection.
- Secondly, professional training, articles, documentation is to be provided to all the workers, so as to get the understanding of its working.
- Thirdly, proper set up of IVR and VoIP is required to forbid any interruption and attain customer satisfaction.

21.Detailed Project Plan For Infrastructure Upgrade Two

21.1 Background

Since OHT was identified as the single most successful run department, it has provided adequate replies in minutes. Furthermore, the average duration of the customer service contact was only 2 minutes and 15 seconds. With many calls going unanswered and customer satisfaction at an all-time low, the average call length has climbed 13.2x to 29 minutes and 50 seconds each call (29:50). Outgoing calls are frequently unable to get a line, and voice mail messages are returned as promptly as feasible by phone, which appears to be roughly a 90-minute turn-around.

21.2 Vision

OHT wants to improve its customer service and reduce the wait time for the customer while on the call. OHT wants to make the call center more efficient by improving the infrastructure. By callback, the customer can skip the queue and get the call back after some time. By doing this, the overall wait time for the customer can be reduced.

21.3 Needs/Requirements

- All the calls must be recorded.
- Customers should be able to register for a call back.
- The callback System must be register all the numbers in the database.
- Employee must contact all the customer in the given time frame.
- Required softwares and licences must be purchased for callback system

21.4 Actions

Liveagent consulting:

In this phase, feasibility of a live agent is identified. Cost and benefits are also evaluated in this phase.

Liveagent Configuration:

In this phase, Liveagent software and licences are purchased. Accounts for different agents are also made so that they can login to the process.

Connect a Phone number with Liveagent:

In this phase, An agent will log in to Liveagent account. Then it will configure the “Existing number” in to IVR.

Upload IVR Message:

In this Phase, We upload the Pre-Recorded message for the customer in the Liveagent.

Testing phase:

In this phase, We try to call the numbers we have added IVR. And try to request a callback and see whether it is working or not.

21.5 Deliverables

Liveagent Software

Liveagent License

22.Website Tech Suggestion

In the current scenario, the greeter will answer the phone and determines the caller’s needs as soon as possible. The real challenge is that the greeter should be able to identify the needs of caller without hearing the whole story. Once the greeter identifies the requirement the call will be transferred to the corresponding queue. The greeter will take 30 seconds to two minutes to perform the mentioned activity. The other duty of the greeter is to monitor the external voice mailbox, listen to every message as quickly as possible and route it to the corresponding internal mailbox.

Recommended suggestion:

All the new customers who are calling the support for frequently inquired issues could be directed to a website page which contains the frequently asked questions/scenarios and detailed explanation to the questions. If the customer fails to find a solution to the query, customer could be directed to a live chat with a virtual agent for further detailed inquiry.

Benefits of this suggestion:

1. The customers who are calling for general queries could be handles with FAQs.
2. By reducing the vast range of the customers with general queries could reduce the pressure on the team members.
3. If the customer did not find the solution to the query, they can be directed to CHAT WITH US virtual agent for a deeper solution for general queries.

4. Implementation of FAQs and virtual agent has a potential to reduce the burden on the agents drastically, in turn helping the employee and customer satisfaction.

How does it work?

1. Customer goes through the FAQs, fails to find the answer.
2. Customer is recommended with 2 options, to chat with the virtual agent or contact OHT.
3. Customers choose virtual agent.
4. A chat is initiated with the customer.
5. Customer is given a list of related areas of the query to choose from.
6. Customer chooses the related area.
7. The virtual agent is switched to the data base of chosen area.
8. Customer is asked to type in the issue.
9. Virtual agent picks the key work from the input, matches it with the database to find and appropriate solution.
10. Agent provides the solution to the customer.
11. If the issue is not resolved, customer is advised to contact the customer service agent.

Implementation of FAQs.

1. OHT tech team will collaborate with Genesys team to categorise the topics handled by virtual agent and topics handles by human agents.
2. OHT will provide Genesys with the background data of trackR and medical imaging for the topics handled by virtual agent to be fed into the cloud.
3. After establishing the requirements Genesys will brief the OHT with a demo.
4. The user Interface is tested by OHT.
5. The virtual agent access is given to OHT.
6. OHT technical team is trained to access and edit the data accordingly before implementation.
7. Final security testing is run before the virtual agent is installed on the website virtually or in person.
8. The Genesys team will be ready to assist 24/7.

23. Detailed Project Plan for Call Centre Website Tech

Background

Since OHT was identified as the single most successful run department, it has provided adequate replies in minutes. Furthermore, the average duration of the customer service contact was only 2 minutes and 15 seconds. With many calls going unanswered and customer satisfaction at an all-time low, the average call length has climbed 13.2x to 29 minutes and 50 seconds each call (29:50). Outgoing calls are frequently unable to get a line, and voice mail messages are returned as promptly as feasible by phone, which appears to be roughly a 90-minute turn-around.

Vision

OHT wants to improve its customer satisfaction by reducing the call wait time, avoiding abandonment of calls, reducing the workload on its employees and constant busy lines. OHT

wishes to make changes to its infrastructure to achieve the above and utilise its customer data for improved efficiency of customer service.

By employing FAQs and Virtual agent, 25%-28% of the customers could be directed to FAQs and Virtual assistance, The overall traffic could be reduced, and the customer service could be improved.

Needs/Requirements

- Automated voice/ website marketing must suggest the customers to FAQs/Virtual agent.
- FAQs& Virtual agent must cover all the general queries enquired by the first-time customers.
- The Queries enquired with the virtual agent must be stored and analysed to improve the communication.
- New queries and solutions must be included in the data constantly to improve the usage of virtual agent.
- Virtual agent must make sure if the customer is satisfied with the solution.
- In case of failure to provide a solution, virtual agent must ask the customer to contact the customer service agent.
- Required software must be employed for the virtual assistance.

24. Two Staff Deployment Suggestions

1. The greeter can be trained and assist TrackR Tech to share their load if TrackR Tech is not available to attend their call or if it seems that the concerned person is busy. In such scenarios, the customer is requested to get a call back facility from the call center team.

When a customer calls to the OHT call center and they will be directed to the concerned team (OHT MedTech/ TrackR Tech). Once if they are not connected to their required agent, the customers will be requested to dial no for a call back facility by leaving their contact details and the greeter working along with a TrackR Tech team who will call back to resolve the customer needs/ requirements.

2. The next suggestion is that when the customer service is too busy and overloaded, the TrackR Tech can also be trained for online chat so that they can support the chat service when needed. Customer can solve their general queries using online bot chat and after that TrackR Tech can join to resolve any specific queries. TrackR Tech can handle online chat in case of emergency to resolve the customer issues so that the waiting queue can be reduced. As the result, customer satisfaction can be attained resulting in good feedback from them.

25. Utilization Analysis For Staff Role Change One

The utilization analysis for staff role change will be efficient in such a way that the call waiting time for the customers will be reduced and the service will be provided to them as per their facility. The call back facility will decrease the call waiting time, improved call rate, percentage of call blocked and increase the service level of the call center. The customers in the queue can request for a call back facility by dropping their contact details. Then, the

greeter who are trained and replaced a TrackR technician will be assigned to the customers who have requested to call back in order to resolve their issues.

26. Utilization Analysis For Staff Role Change Two

The utilization of website is supporting the customers through live chat facility. The customers can login to the website directly with their queries/ concerns that can be addressed to the live chat where the TrackR technician will resolve the issues through the chat service. Hence the customer need not connect to the call center support through the call instead they attain a satisfied customer solution delivered to them, saving their time that they used to spend in the long call queue waiting to get connected to the technicians to resolve the issues. In this manner, the company can utilize the TrackR technician in both the way of answering the customer calls and supporting the customers through live chat to enhance the business growth.

27. Results Projections for Staff Role Change 1

The result projection in staff role change is that the greeter is removed and replaced with an automated call system which will direct the customers directly to their concerned department using automated call response. We can provide training to the greeter and the person can be included to the TrackR technician team to support them with customer call resolution process. The change in the process will result in customer satisfaction within the process, reducing the customer call waiting period and providing with a facility of call-back system where the customers can drop their contact details and availability to schedule a return call from the TrackR team to resolve their issues.

Job Description:

- Balance time between inbound and initiating outbound calls while maintaining customer service level requirements, including availability to customers.
- Customer satisfaction, including the ability to provide a pleasant experience to the customer.
- Follow-up, resolve issues, and call back customers within the appropriate time frame.
- Flexibility to work shifts, including weekends and holidays.
- Ensure that teamwork and professionalism are an integral part of all activities.
- Time and self-management skills, including being self-directed, effective realization of current priorities associated with answering customer calls, and scheduling callbacks while being able to re-prioritize as requested.
- Strong sense of teamwork.

28. Results Projections for Staff Role Change 2

The staff role change2 will be of TrackR Tech which will be helping customers resolving their issues themselves with the support of a live chat system. The TrackR tech team will support the customers through a live chat system directing them to resolve the issues and finding the solutions when they address the issues through the chat. Hence with this process the customers need not wait in the long queue of the call center to get connected to the technicians to attend and address their issues. The customers can be satisfied, and they will have a good knowledge over their product and the working which might can lead to address and resolve the issues in future. The customers save their time, and they can utilize their time for an efficient work. Thus the customer satisfaction rate increases and due to good customer support more customers prefer to have the TrackR products which will increase the TrackR sales.

29. Excel Projection of Upgrade1&2 Benefits

Please refer to excel sheet W22_INFO8440_Project3_TeamG_Excel Projections Upgrade1_Upgrade2

30. General documentation about Role Time Used Analysis

Please refer the video W22_INFO8440_Team G_Project3_CallCentre Data Analysis Video

31. Greeters, Medical imaging, TrackR Role Time Used Analysis

Please refer sheet 'W22_INFO8440_Project3_TeamG_Call Centre Data Analysis'

32. Possible Future Analysis and Development for Call centre analysis

Future Analysis:

The implementation of automation into call centre procedures could-

- Drastically reduce the burden on the tech team.
- Increase customer satisfaction by a huge percentile.
- simplify the call centre infrastructure.

Introducing a website to support customer service is a critical step towards improving the company from a customer point of view.

Development suggestion:

- Apart from automating the greeter and introducing a virtual agent, further automation could be introduced to the infrastructure to reduce the burden on the tech team.
- Tech Experts could be provided with a better user-friendly knowledge base to increase the success rate of providing a solution to the customer by 100 percent.
- Website could provide with a page for customers to place orders, instead of struggling to call the call centre for placing orders.

- Feedback could be requested on the website from the customer's post-call for iterative improvement.
- Advanced analytics could be added to the website in the future for better online improvement results that will help improve the overall presentation of the website.
- Call centre infrastructure could be further improved by tracking the category of calls received by the Track R tech team for future analysis and reduction of call time.

33. Use Case Diagram

Please refer visio W22_INFO8440_Project3_TeamG_UseCase Diagram

34. Cockburn Template

Please refer visio W22_INFO8440_Project3_TeamG_Cockburn Template

35. Call centre Process flow diagram

Please refer W22_INFO8440_Project3_TeamG_Process Flow Diagram

36. Pseudocode for call centre process flow

Please Refer to W22-INFO8440-TeamG-Pseudocode(Project-3)

37. Risk to each project

Risk	Impact Rating	Risk Mitigation
Loss of confidentiality	High	Telephone system should be provided to authorized person only
Loss of important customer data	High	Daily backup should be made
Financial loss and loss of important customer data	High	A particular Software policy should be implemented
Loss of service overview	Moderate	Performance should be measure with the set benchmarks
Technical Issues	Moderate	The frequent software update should be made And frequent trouble should be made
Customers might not get a call-back	Low	Proper training should be given to the agent
A customer might not find FAQ and chat option on the	Low	The website design should be more intuitive and And A chat option should be pop up whenever the customer visits website.

Information is not correct on the website	Moderate	Information should be checked thoroughly and regularly
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38. Conclusions

To conclude, customers will have multiple ways to reach out to OHT that will reduce the burden on one department and distribute the workload among all the departments. Customers will be able to use FAQs and chats to get the answers as well. By using an automated voice system, OHT will eliminate the need for the greeter and after training the greeter in other process we can increase the efficiency of the overall process by utilizing the resources better. This will lead to overall customer satisfaction and reduce the overall cost of OHT. Call back feature will eliminate the need of waiting in a queue and it will also reduce the number of calls employees will receive to solve customer's problems efficiently.

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