

Title

Managing Call Volumes: Workforce Management Team Critical to Customer Responsiveness

Body

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Team members all share a common passion – football. Pictured left to right: Chiedu Areh, Justin Peoples, Lawrence Hughes and (kneeling) James Jackson

On any given day, Cbeyond receives 3,000 customer calls, which equates to approximately 68,000 calls a month.

Working behind the scenes to ensure calls are answered timely is the Workforce Management team in Customer Operations. Led by Justin Peoples, the four-person team handles the call volume forecasting, scheduling and intraday management for five primary groups -- Customer Care, Billing, Mobile, Tech Support, and Access Recovery. The team also provides additional support to the Circuit Delivery, Moves and Service Activation teams.

“Our biggest strength is teaming – we are able to react very quickly if outages occurs to better manage our service levels,” says Justin, who joined Cbeyond four years ago after spending 19 years at telecom giant, AT&T/BellSouth.

Two team members, James Jackson and Lawrence Hughes, serve as Intraday Analysts, and are the first to respond if customers are holding for long periods of time. “They manage the real-time activities of the support team,” says Justin.

When a network outage occurs, this team works to get the resources in place to ensure customers are not left waiting on hold. “If call volumes are high, our team finds out if there is an outages going on, and engages in several mitigation activities which include bringing on additional resources or adjusting offline activities to handle the volume,” he explains.

“What I find rewarding about my job? It is the impact my decisions have on the overall Call Center experience and being a part of a great team,” says James.

According to Justin, the team is currently seeking a full-time scheduler to help look at call-volume trends by call type and develop the forecast and schedules. That role is currently handled by the team’s supervisor Chiedu Areh.

Workforce Management’s hours are from 7 a.m. to 10 p.m. during the week, and on call as needed on the weekend. The group plays a critical role serving both Cbeyond support staff and indirectly, the company’s customer base.

“We want to answer 80 percent of our customer calls in a minute or less,” says Justin, noting that his team has a direct impact on Cbeyond’s customer satisfaction scores especially in one key area – the customer’s “ability to reach an agent quickly.”

Since the company acquired the Cloud Server and Cloud PBX businesses, Justin has personally been involved in integrating the communications infrastructure of the Atlanta-based customer support organization with the Louisville, Kentucky-based support teams for those new businesses

“Right now our CRM and telecom systems are different and don’t talk to each other,” says Justin, noting that if a customer has to open a ticket, the core Cbeyond has no visibility unless the we work directly with Louisville team through other business mediums. “I am working to understand their business and how we can integrate them onto our platform.”

Justin says a key benefit of this effort is that Cbeyond will be able to measure productivity and help manage resource needs for the Louisville operations, based on customer needs.

“We need to share information because the customer base is being integrated,” says Justin, adding that the goal is to provide a single one-stop shop for all of customers from a call and ticketing perspective. “We will be able to get some efficiencies and additional productivity out of the integration and make it easier for our customers to have a one-stop shop for having their questions and troubles resolved,” he adds.

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