



## Ladbrokes is listening to its customers to improve processes to deliver superior service



Ladbrokes plc is a world-leader in the global betting and gaming market, taking up to 10 million bets each week and over £14 billion in stakes each year. With its comprehensive range of betting and gaming services, its leading technology and 15,000 skilled staff it is targeting growth opportunities in Europe and Asia.

At Ladbrokes main customer contact centre in Harrow Liam Hennessey, Head of Contact Centre, had a problem: how to accurately measure and record the types of calls that contact centre agents are dealing with?

“Traditional call centre tools allow you to report upon the volumes and duration of calls, but typically will not provide any information on what the actual calls were about. Why did the customer make the call in the first place, could the agent deal with the call and what was the outcome?”

If we knew the answers to these questions in a timely manner we could take steps to improve our customer service levels by changing our business processes.”

### The Solution

Ladbrokes decided to install Classify ME, a real-time customer insight management application from CTI Labs.

Classify ME is a simple, easily configurable tool that will pop up on the agent’s desktop at the end of each call. It prompts the agent to make a rapid selection from a predefined list of call types relevant to the call they have just handled. The agent is given a configurable time-window to make their selection before the application saves the collected data into a central database that is easy to report against.

Liam Hennessey, “Essentially there are two sides to our contact centre operations, betting lines and customer service transactions. Placing bets is very straight forward and represents one transaction but within customer service we can have 60 or 70 actions an agent could perform for a caller. We needed to identify and manage these calls better.

Since we installed Classify ME, we now have information on the types of call we are handling and this information is presented on a live feed ticker. There are many examples of how this helps Ladbrokes and our customers. If, for example, a race meeting has been cancelled due to bad weather we can identify how many callers are ringing to find out the status of the bets they had already placed. Having identified that these calls represent a significant percentage of our call volumes we can put out a pre-recorded answer to the question.

Classify ME is extremely valuable in identifying areas where customers may be having difficulty, which promotions are working well or not as the case may be – in fact all manner of interaction issues. Ladbrokes also gets an immediate insight in to time of day activity volumes. For example we can see when the peak times are for making deposits and withdrawals from accounts. Some of these time-of-day trends have surprised us with the result that we have shifted resources to deal with them and thus provided better service for our customers.

In fact if someone visits our contact centre and asks ‘What’s happening right now?’ we can immediately answer the question. For example, if rain stopped play in a test match on the other side of the world we can identify that and brief agents on how to respond to callers. As a result our responses are better, more concise and to the point”.

### Return on Investment

Liam went on to describe the benefit to the business “Now that we have had Classify ME running for 12 months, Ladbrokes has a full year of call type statistics and trends in our database. We can therefore forecast what is likely to happen say, during the Cheltenham Festival, and we know what people do at certain times of the day so if anything unusual happens we can communicate that to the business.

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"Our return on Investment for Classify Me has been significant. We now have identified our top transactions and the time they take, so we can attribute a cash value to them. This in turn helps me to build a business case to help change a process or put a case forward to automate a transaction.

We have a standard menu of what types of call we receive and focus very closely on the top six reasons for calling and can work on initiatives to get our processes and information better so that users don't have to call us. I would say that Ladbrokes gained a return in investment in less than six months.

Being able to show each caller category by business volume means we can do something about it. A category which is resulting in 10-12% of calls is very significant and demands immediate attention. Being able to identify this in real time is fantastic!

From a contact centre agent perspective there are many benefits in Classify ME. Firstly, there is no additional workload for agents. We do not present agents with hundreds of tick boxes to go

through. We keep the process very simple. We can also easily identify calls and listen back to the call recordings and then provide event results via an IVR to improve service levels.

While the agent does not need to know the relevance of the call category, we do take the time to provide feedback on the results and actions we have taken so that they rightly feel valued in the process.

Likewise when we have promotions we can provide feedback internally on how customers have responded. The fact that we can point to real call pattern observations such as 20% of our calls yesterday were related to this product promotion coupled with the ability to play back these calls to illustrate this feedback is of tremendous benefit to our business.

Classify ME is a very simple application. It is very easy to deploy and use. It is absolutely no burden whatsoever to the contact centre agent – if it were not easy to use I suspect that we would not have got the high level of agent 'buy in' that we have".

## About IP Integration

Our goal is very simple: to help our clients derive the maximum benefit from technology through flexible tailored solutions, and we measure our success on your return on investment with us and on your continued loyalty, won through the excellence of service we guarantee to every one of our clients.

We know that developing the most successful communications infrastructure and managing new telephony, data and application services is a significant challenge facing businesses today. At IP Integration we understand that organisations must evolve their communications strategy, and through proven knowledge, experience and support, we provide complete business communications solutions.

Our voice, data, and systems integration solutions embrace the technology of the converged multi-service network for businesses of all sizes and the partnerships we have developed with the industry's leading players coupled with our in-house bespoke software solutions allow us to offer unparalleled levels of application integration to our customers.

