



Goal:

- Eliminate dissatisfaction created by long hold times.
- Obtain an accurate picture of the real activity in the call center.
- Increase disaster preparedness in case of a future outage.
- Identify recurring problems and better serve citizens.

Challenges:

- Existing 15-year-old DOS system limited to 150 calls per day.
- Location subject to hurricanes and their effects.
- No objective documentation of volume or complaint topics.
- Incorporate existing database of 80,000+ residential and commercial citizens.
- Small office with limited resources.

Solution:

The City of Tampa selected Hosted Synchrony for its robust capabilities including:

- Automatic screen-pop of customer data and history.
- Ability to track and assign citizen complaints.
- "Agent Anywhere" creates an inherent business continuity plan.
- Minimal investments and IT resource requirements.
- Ability to incorporate existing database.

Results

- Slashed hold times and abandoned call rates with the same number of agents now handling 500 calls per day.
- Eliminated "paper trail" with all calls and activities (including transfers) tracked through Synchrony.
- Outstanding issues receive priority attention with automatic escalation if not acted on in the allotted time.
- Agents can work from temporary locations or their homes for business continuity during an emergency.

Chooser Story: **City of Tampa**

Cincom Synchrony™ Improves Quality of Service for City of Tampa



The City of Tampa's Solid Waste Department

The City of Tampa Solid Waste Department (SWD) provides refuse collection, disposal and recycling services for more than 80,000 residential and commercial customers. The SWD handles complaints and inquiries regarding its services. The department's previous DOS-based system no longer supported its needs, resulting in numerous complaints from citizens about long wait times and "silence" when they were put on hold – complaints that were finding their way to the mayor's office. In addition, as a coastal city, there was an increased priority on the ability to function in an emergency.

Seeing the Real Picture

The first hurdle was getting an accurate measure of the call volume. They estimated the number at 350, or more than twice the 150 calls they were actually handling with the existing system. That meant that up to 200 citizen calls were receiving busy signals or abandoning after long waits every day. But without the tools to report and analyze call center/agent activity, this was purely a guess. "We were using 15-year-old technology," said Varghese Jacob, Deputy Director, Administration & Finance. "It would take so long for our desktop screens to prompt us for a call that many of our citizens would hang up before we ever got to answer. Because of our inability to service our constituents, complaints were going directly to the Mayor's office, which was obviously not an ideal situation."

To help reverse the situation and improve service, the SWD implemented Cincom's hosted Synchrony solution as its new customer service call center system. The Synchrony implementation enables the SWD to track actual call volume and agent activity – and the numbers have been a real "eye opener." Actual incoming call volume is nearly 500 calls per day – much higher than estimated!

The detailed Synchrony Analytic reports provide real-time and historical statistics regarding peak call times, total received calls, abandoned calls, individual agent statistics including after call work time, and much more. These reports enabled the SWD to immediately identify problem areas and plan improvements. The supervisors established standards for performance, as well as reviewed procedures to increase service and reduce abandon rates. With a comprehensive view of all incidents, the department has evolved from an inefficient, slow paper-trail process to one that is automated, streamlined and responsive.

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Finding Funding in an Emergency

Business continuity during an emergency was also a concern for the SWD. Their location on the Gulf of Mexico exposes them to hurricanes and their effects several times a year. A direct hit could close the office for days – precisely when the citizens would have an increased need. "Communication is vital for hurricane cleanup," stated Jacob.

Because Cincom Synchrony is hosted off of the SWD premises, calls can be taken anywhere there is web access and a phone. As virtual agents and supervisors, they can access the exact same functionality they have in the office, making it feasible to operate and manage the call center until normal operation can resume. Because Synchrony addressed this critical business continuity issue, the SWD was able to tap into the City's "Emergency Preparedness Program" for funding.

"Regardless of the state of our own facilities, Synchrony allows Tampa citizens to reach us during post-hurricane recovery."

– Varghese Jacob, Deputy Director, Administration & Finance

Hosted Solution Eases Implementation

Selecting a hosted solution versus on-premise helped streamline the department's implementation. They were able to forgo adding new servers and other hardware that would have taken IT resources and time-consuming budget approvals. Instead, after clearly defining the requirements, they were configured and ready to go live within weeks. The SWD was able to import its database of 80,000+ residential and commercial citizens so that the screen-pop and contact-management functionality in Synchrony was immediately available to agents.

Improving Performance Today and in the Future

Synchrony has helped the department react quickly to incoming calls and expedite responses to complaints. Reports that itemize specific complaints in different geographies are generated and dispatched four times each day. As a result, the department typically addresses a complaint within three hours – a significant improvement.

With its priority of enhancing inbound telephone customer service met, future plans include adding e-mail as another contact choice. There are also opportunities to integrate with applications used by the department to make agents even more productive and efficient. Additionally, other departments within the City of Tampa are evaluating Synchrony to improve their operations. "Synchrony has helped us bring our customer service to a level that our citizens deserve, and we look forward to using more of Synchrony's robust capabilities," concluded Jacob.