

Business Solution Call-Centre Knowledgebase Management

Product AMI Call-Centre KM

Overview

With more than 9.000 stores, the Casino group is one of the largest global retail and distribution Organisations. As a group it consists of companies such as Géant, Casino Supermarkets, Casino Cafeteria, Monoprix and Franprix/Leaderprice. The Casino group operates in fourteen countries with a particularly strong market presence in the United States, Mexico, Argentina, Uruguay, Venezuela, Colombia, Brazil, Thailand, Taiwan, Holland and Poland.

For more than seven years the Information Systems Management team (MIS) at Casino used the ARS Remedy solution from BMC Software as the primary tool for providing incident resolution and follow-up within its call centre. In 2004 the MIS team started to implement processes based on "ITIL" regarding the management and control of business processes and subsequently investigating what work was necessary to adapt the ARS Remedy solution to deliver all of the service desk processes related to this methodology.

- Call Management
- Incident Management
- Problem Management
- Change Management
- Implementation of a central knowledge database
- Universal control of the entire knowledge management process.

Call centre operators provide Level 1 assistance with the objective of resolving 75% of issues during the first call. 300 people contribute to the knowledgebase at Level 2 according to their field of competence ensuring that the correct level of expertise is readily available at all times for more complex incidents. On average 18,000 incident tickets per month are currently recorded by Level 1 Operators. To compliment this process the MIS group wanted to equip its teams with better way of managing and using its call-centre knowledgebase, increase the quality of information given to callers and reduce the time spent resolving each issue.

Knowledgebase Management

Access to the entire knowledgebase and clear visibility of all information and resolution procedures was necessary given the volume and subject breadth of calls handled on a daily basis.

The MIS group had developed a specific tool integrated into the ARS Remedy solution called "3 Clicks". Operators would search for a resolution procedure by navigating a tree structure according to the incident category. The application required daily practice for several months in order to fully understand the organisation and be able to quickly find the solution to a problem. This approach was not always compatible with the movement and re-assignment of personnel, an inherent call centre activity.

The Solution AMI Call-Centre KM

To meet all their requirements Casino group chose AMI Call-Centre KM which provided:

- An intelligent Search tool giving visibility and access to all resolution procedures currently contained in both the ARS Remedy and "3 clicks" knowledgebase along with full access to more detailed existing procedures stored in the form of attached Word files. AMI Call-Centre KM provides broad tolerance for typing errors and automatic interpretation of frequently occurring acronyms whilst being able to make intelligent calculations between the problem arising and those already referred to.
- The ability to search for solutions in the history file of resolved and closed issues which now allows operators to capitalise on the entire experience of the call-centre team to date.
- Complete integration with the ARS Remedy solution: Each operator now has the ability to use the contents of the description field of the problem as an entrance point to ask a question in everyday language. The systems provides broad tolerance for spelling and grammatical errors.
- An interface specific to the call-centre operators which enables them to quickly visualise and choose the solution suggested by AMI based on intelligent matching.

Benefits for Casino

AMI Call-Centre KM was initially installed within a group of trial users then rolled out to all Level 1 operators.

The solution allowed:

- A universal view and search capability of all information stored, in particular, by indexing various fields of the ARS Remedy knowledgebase that had never previously been accessible to the "3 Clicks" knowledgebase.
- Far greater ease of use for operators who are now able to put their questions in everyday language. A new user can now be effective on the system very quickly.
- A considerable time saving in the resolution of incidents whose average time used to be six minutes.
- A noticeable improvement in the quality and relevance of the service rendered to callers.

Future Developments

A number of future developments are planned:

- To extend the use of AMI Call-Centre KM to Level 2 experts.
- To increase the number of sources connected to the system, in particular the number of external supplier sources.
- To optimise the creation of knowledgebase procedures using the Publish application from AMI Enterprise Intelligence. This application will allow a more centralised workflow and management of data by providing "taken into account" metadata for each document.
- To further enrich the contents of the knowledgebase with a process of automated data collection from selected sources using the AMI Collect application.