



Work-at-home agents augment in-centre customer service to optimise support costs

Case Study

We transitioned part of a gaming client's support team from in-centre to work-at-home (WAH) to optimise their overall support model, reduce absence and attrition levels, increase productivity and extend language availability.

Situation

This client has clearly defined call arrival patterns, with the majority occurring from mid-morning to just after lunchtime, followed by a dip between 14:30 and 16:30. After 16:30, calls volume then increased significantly again.

To ensure customers received a consistently high level of service, the client required a customer support solution that would provide flexibility during peak hours.

Solution

Shift and part-time hours were introduced into the client's customer support set up through home-based agents, meaning that the work-at-home teams created a customised fit that complemented the in-centre programme. This flexibility and removal of commuting enabled a split shift schedule, extending the in-centre setup to more closely suit customer and business needs.

Due to the lower volume in the afternoon, we recruited agents on flexible shifts, which allowed us to mimic the call arrival patterns.

To accommodate peak call times, we extended opening hours on Saturday and Sunday and, for these shifts, recruited agents specifically to cover weekends and evenings and avoid creating a retention issue with current, core staff members.

This enabled us to maximise agent efficiency and productivity, reducing headcount while lowering attrition and absence rates. In addition to this, language availability was increased, and shift and part-time efficiency was enhanced.

Outcome

The objective of this project was to improve shift flexibility to accommodate peak call volumes. By incorporating a work-at-home element, we achieved a level of flexibility that would have been difficult for a pure in-centre model requiring agents to travel to the centre twice a day for split shifts. This project delivered added cost benefits through higher agent efficiency, which, in turn, lowered the headcount across the programme.

This continues to be a success, with 60% of the team now working from home. By the end of this year, we expect to have a 65/35 WAH/in-centre split and, by having no geographic restrictions on recruitment, we added extra languages and cross-region support.

Key Points

Provided work-at-home customer support



Improved shift flexibility and schedules



Accommodated peak call volumes



Saved costs and lowered headcount



Added languages and cross-region support

