



Click2Coach® Improves Service At Canada's Largest Oil And Gas Company



Before Click2Coach, supervisors at Petro-Canada manually recorded and evaluated agent-customer interactions to ensure high-quality customer experiences. Agent evaluation was time consuming from reviewing specific recorded conversations to in-person coaching sessions to calibrating, communicating and retrieving specific evaluations outside a unified delivery system. With Click2Coach, Envision's automated coaching system, Petro-Canada was able to automate storage of its recorded agent-customer interactions and deliver a system to develop, coach and train agents more effectively. Now Petro-Canada uses its resources more wisely and has quadrupled the number of evaluations it completes per agent. "We had the information," said Sandy Bailey. "However retrieving the tapes, evaluating and coaching agents was time consuming as we did not have fast and easy access to manage the process." As Petro-Canada has moved to a hybrid business model including partnerships with outsourcers who service their customers, Click2Coach has provided a seamless and easy system to improve agent effectiveness regardless of their location. Effective and efficient, Click2Coach ensures that Petro-Canada agents adhere to the company's stringent guidelines for delivering legendary customer experiences that improve customer satisfaction.

Petro-Canada, a \$24 billion corporation headquartered in Calgary, Alberta, has 5,000 employees around the world. The company is one of Canada's largest oil and gas companies, responsibly developing energy resources via its world-class petroleum products and services. Petro-Canada explores, develops, produces and markets oil, natural gas liquids and natural gas in Canada and supports a network of more than 1,400 retail and wholesale outlets nationally. Each day, customers contact the company's contact center by phone or email with a variety of different requests for information about the company's products or marketing programs. For example, one customer may have a question about his Petro-Points MasterCard® account; another may wish to speak to a customer service representative in French rather than English; another caller may inquire about his SuperPass® card account; or a customer may need specific information about the company's products, safety procedures or Web site. Adhering to changing customer demands for information is a constant challenge for the company.

Results

- Quadrupled the number of calls evaluated each quarter improving customer experiences and customer satisfaction
- Improved productivity by reducing time spent retrieving calls to be evaluated from hours to minutes
- Delivered targeted and effective coaching packages directly to agent desktops continuously improving performance
- Strong agent buy-in and self-evaluation now possible with unified system for developing and coaching agents to improve agent effectiveness

Purchase Decision Factors

- Envision offered the best business and technical partnership to meet current and future business needs
- Solution integrated easily into existing center infrastructure
- Proven, reliable and customer-intimate support delivered partnership beyond the sale

Overview

Deployed: February 2002

Calls per week: 11,000

Emails per month: 3,200

Sites: One in-house call center and two outsourced centers

Service: Petro-Canada services more than 1,400 retail and 300 wholesale locations nationally

Telephone system: Avaya

Industry

Oil and gas company

Web Site

www.petrocanada.ca

Click2Coach delivers legendary customer experiences increasing satisfaction and dramatically improving center efficiency

Petro-Canada provides service from three contact centers, which collectively receive more than 11,000 calls and 800 emails per week. Agents respond to customer requests 12 hours a day from 8 AM until 8 PM. Calls are routed to individual agents based on their ability to manage the call. Agents are trained to handle requests pertaining to product information, pre-paid card requests and customer issues that may arise within their service station network. Customer calls are assigned to the first available agent with the required skill set, as a result of the menu choices made by customers in the queue. Call overflow during specific peak periods or after center hours are directed to highly-trained outsourced partners.

At Petro-Canada, management provides guidelines for agent-customer interactions to ensure the quality of their customer experiences. The first step requires agents to participate in an extensive training program before managing live calls within the center. With Click2Coach, agents are able to perform self-assessments aligned with their goals and supervisors can easily monitor, evaluate and coach agents to ensure that the center's guidelines are met. Prior to Click2Coach, supervisors aimed to review calls with each customer service representative at least once per month. However, they often were able only to do so once per quarter. Reviewing the calls, not to mention cataloging and storing them, was burdensome often requiring more than two hours and two people per call.

In 2001, Petro-Canada began a search for ways to improve the quality of contact center customer service. After an exhaustive, competitive review, Petro-Canada selected Envision's Click2Coach. "We selected Click2Coach because it could integrate easily into our telephony environment and Envision had a reputation for providing excellent service and support" said Bailey.

Petro-Canada acquired Envision's coaching solution in February 2002 and implemented the solution in stages over several years. The solution rollout included integration with the call center's switch and basic quality assurance training. Since the initial installation, Petro-Canada has expanded the solution to more agent desktops, added a CTI system and redesigned and launched a comprehensive quality assurance program.



"With Click2Coach we reduced the time required to retrieve and evaluate customer-agent conversations from hours to minutes."

Sandy Bailey
Senior Coordinator of Customer Service

Now, Bailey has a unified system to continually improve contact center performance. Click2Coach records each agent-customer transaction and supervisors evaluate the calls and provide coaching packages as appropriate. With a unified system, Petro-Canada can easily standardize how they evaluate, train and coach agents to deliver legendary customer experiences across multiple centers.

"We score agents in our review sessions," Bailey emphasized. "We are only satisfied with call handling scores consistently over 90% and Click2Coach enables us to meet these goals through a system that allows for representative interaction and feedback."

Researching calls requires minutes today compared to the hours it required to search, retrieve and play digital tapes. With Click2Coach, storage requirements are minimal. "The largest benefit for us is to have a single system driving efficiency and effectiveness within our center from storing recorded agent-customer conversations, to providing tools required to mark specific calls, to a solution that allows us to deliver training immediately to agent desktops." Petro-Canada also has screen capture technology that allows supervisors to understand how agents process customer calls. Supervisors can not only hear what agents have said on a call but also see what screens the agent uses during their calls. Understanding what's happening on the agent desktop provides an opportunity to drive additional

Envision provides an ideal solution

efficiency within the center from improving agent knowledge to optimizing processes that allow agents to manage calls more effectively.

Click2Coach has made it possible for Bailey to promote openness and fairness within his quality monitoring and coaching system. Agents are provided with copies of the templates used to score calls, can have the calls pushed to their desktops and receive the benefit of position management coaching by seeing live screen shots of their calls.

With Click2Coach, Petro-Canada can communicate changes to processes or introduce marketing campaigns consistently and easily. During the year when special promotions are initiated, supervisors can deliver promotional information directly to agent desktops within minutes. With Click2Coach, Petro-Canada supervisors can rapidly communicate information to agents to resolve repetitive service issues more quickly, improving first-call resolution and customer satisfaction.

“Click2Coach provides the ideal solution for managing agents at multiple locations,” said Bailey. “New agents become productive because the system is easy to use. We can communicate changes to specific promotions or business strategies efficiently and consistently so our agents can resolve issues quickly.”



“With Click2Coach, we quadrupled the number of evaluations per agent in the first month improving agent effectiveness and improving customer satisfaction.”

Sandy Bailey
Senior Coordinator of Customer Service

About Envision

Envision Telephony, Inc. is a global, award-winning provider of software and services that improves performance from the contact center to the enterprise. The company's flexible, integrated solutions enable customers to consistently deliver legendary customer experiences by improving agent effectiveness, contact center and enterprise performance.

Envision's software includes business intelligence, speech analytics, workforce management and Click2Coach® (Envision Quality Monitoring™ and Envision eLearning™). Learn more: www.envisioninc.com.



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