

Handling incoming calls



Challenge
 Worldline's Account Managers have an average of 6 to 8 appointments per day. In case of technical problems or other non-commercial issues, customers also call their busy Account Manager for a solution. This resulted in a **high number of missed calls in the sales team**, a **higher workload** and **frustrated customers** who did not get a quick answer..

“The sales team received more and more calls that should have been sent to our call centre.”

Steven Verbesselt, Sales Manager Worldline

Business impact: 2.331,2€/Month/Sales

	Frequency	Verlies	Totaal
Calls that could have been handled via email	36/month	10 min	360 min
Niet-commerciële en irrelevante oproepen	24/month	10 min	240 min
Timeloss due to voicemail & calling back	10u/month	120 min	1200 min
Revenue Loss due to lower productivity and dissatisfaction	1/month	890€/month	890€

Nota: Total Cost of Account Manager : 78,136€ for 214 working days of 7,6h or 48,04€/hour

Solution
 A **personal assistant** now manages the missed calls. She notes down the data and can book a follow-up in the calendar. After each conversation, the salespeople receive feedback from the conversation. Via the App, the salesperson chooses how his calls are handled: the assistant records, forwards to colleagues, voicemail,...

Result
 Worldline today has **higher customer satisfaction and productivity of its Account Managers**. Each Account Manager lost an average of 1800 minutes per month. In addition, there was a turnover loss of 890€ per month. The entire team of 12 people now **saves €27,974.4 per month**.