

## AT A GLANCE

**Company Name:**

Telco Services Australia

**Industry:**

Telecom

**Key Challenges:**

Efficient and accessible reporting structures.

**Project Summary:**

Dundas Professional Services provided consultation and support to build the ideal solution.

**Key Benefits:**

Aligning employee daily behavior to performance goals. On demand reports. Increased productivity and sales. Agile response times. Refocus resources on performing rather than reporting.



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- Charles Broeckx  
Corporate Services Manager  
Telco Services Australia

### Transactional Data

Sales may be both a science and an art form, but when it comes to data it is essentially about productivity and earnings. In telemarketing each call is a transaction that provides some kind of data that can shed light on these two fundamental Key Performance Indicators (KPI's). Some calls create sales. Some deal with customer service issues. Some create coaching opportunities. Whatever the case, they all create important data. The challenge then becomes how best to get that data into a simple, accessible, and meaningful display that people can use.

For large operations like Telco Services Australia (TSA), with about 500,000 of these transactions per month, this challenge was compelling. TSA is one of Australia's largest national providers of outsourced sales and marketing support to organizations needing assistance with their outbound telemarketing, sales consultancy, and face-to-face marketing channels. They have worked with some of Australia's best known brands to deliver sales and service solutions that focus on premium customer experience, cost effective business process outsourcing, and hosted technology solutions.

### The Problem

For Charles Broeckx, corporate service manager at TSA, the challenge represented an opportunity to move from a static to a dynamic reporting structure. Prior to using dashboards, TSA was compiling and downloading spread sheets into what they called the 'report console'. Mr. Broeckx described the report console as, "Basically a series of spreadsheets presented through a browser where you can start with a channel view, click to get a team view, and click again to get an agent view." He then noted the limitations of this arrangement by saying, "But that just gives me a snapshot in time and I have to do it again at the end of the day, and I have to remember what I was looking for and do it all again tomorrow."

The change in reporting that came with dashboards was transformational. Mr. Broeckx characterized this by saying, "We no longer have to support the cottage industry of generating reports. We have it with the click of the mouse. You can imagine never having direct visibility, other than the spread sheets that you run yourself, to all of a sudden having this visual picture in front of you." He noted the dynamic aspect of the information by saying, "This is the first time I can see their sales numbers on a daily basis. At the moment it's refreshing every hour across the different data sets that we have, but we can get it down to every 3 minutes depending on the load on the network."

By having the data in a simplified, real time visual display the managers and the agents can take action to influence improvements. They bump up this advantage with the mobile capabilities of the software which gives even more immediacy to the data. Mr. Broeckx demonstrated this by saying, "If you're stuck behind a PC watching pretty pictures it doesn't help either. We want our managers to be able to walk around, look at the dashboards, see that someone might need some work on his call opening technique, for example, and provide some coaching."

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## **The Solution**

This ease of use and high adoption rates didn't happen by accident. TSA hired Dundas Professional Services to maximize their return on investment. "Your people know the power of the software so well. The consultancy provided the smarts to make sure we had the right data presented in the right way." Mr. Broeckx noted how this expertise combined with leading edge software provides endless solutions. "Your product can do anything we need it to do, and with your guidance it's just limitless. By the way the software is designed, it's one of those things limited only by your own ingenuity."

The consultancy gave the TSA team the ability to rapidly deploy solutions. Mr. Broeckx explained, "It helped us to understand our data in a broader sense, and really brought us up to speed with the attractiveness of the Dundas Dashboard Technology and what it could do. We absorbed this over time, but the beauty of it was that we could rapidly deploy the dashboards, integrate it with other tools, and customize it as we went."

The dashboards have proven to be a relied upon tool for their front line agents to see how they are performing. "Right now the dashboard is probably the single most important tool for an agent, because it's all about productivity and sales, making your incentives, and maximizing your earning capacity. The agents can see all of these metrics from their desktop and from all reports, they love it," said Mr. Broeckx.

He also noted that they have plans to extend the dashboards up through the various levels of management all the way to the board, so that anyone in the leadership team can look at any of the marketing activities and drill right down. "We very quickly saw new ways to use it which has extended the cycle of deployments and configurations," said Mr. Broeckx.

## **The Dundas Difference**

"The dashboards give you a picture of whatever you want to see from the data warehouse," explained Mr. Broeckx. He went on to note how important it was to get the picture right for the agents—keeping it clean, simple, and engaging. Again he explained how Dundas Professional Services contributed, "They helped us to understand the capabilities of the software and the science behind it so that we could get the picture right for the agents."

The data visualizations are prized by not only the agents, but the managers. So much so, that TSA circulates them to clients. "We put screen shots of the dashboards in our RFP's and when people see it for the first time it blows them away," said Mr. Broeckx.

## **Return on Investment**

In terms of ROI Mr. Broeckx had this to say, "We believe it brings huge improvements in productivity across our workforce. To get us away from manually interpreting and generating spread sheets to having a real time visualization of the KPI's as defined by the business, is a huge improvement. We can reinvest the time managers save not having to generate reports so they can have meaningful conversations with the agents about where their next improvement can come from."