

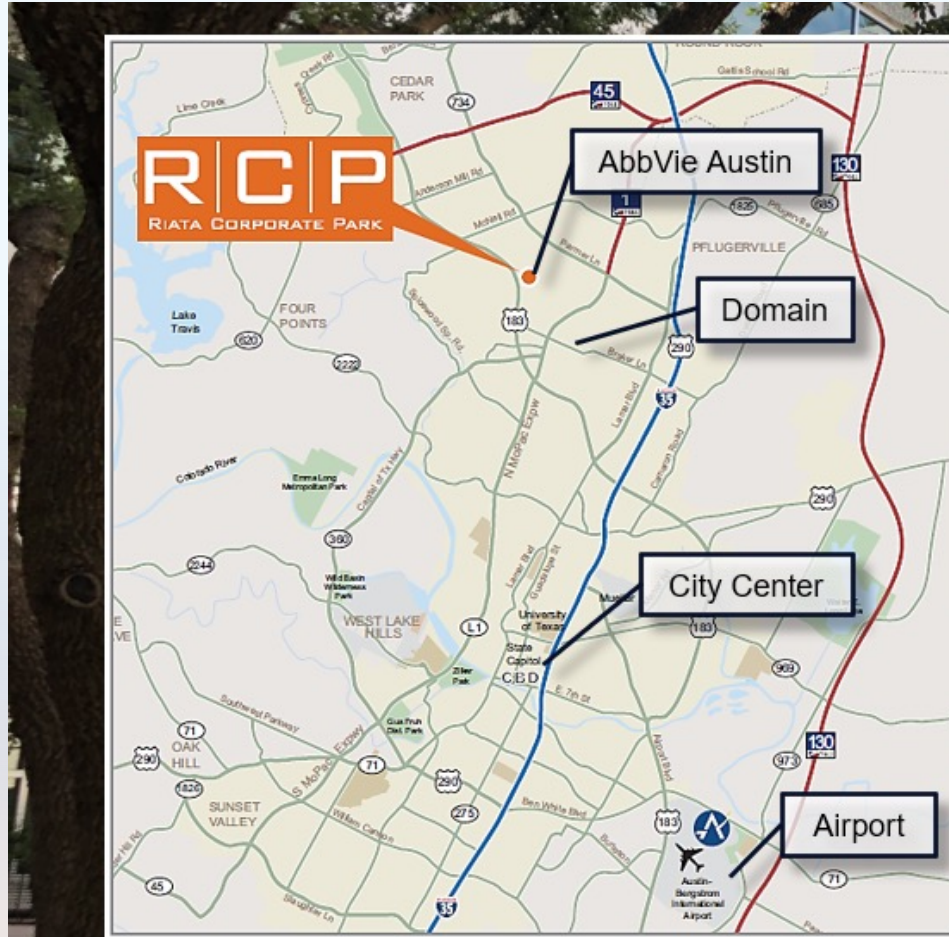


The Importance of a Knowledge Management System in a Call Center Environment

Paul Russo & Lisa Fleming

Allergan Aesthetics an AbbVie Company

AbbVie Austin Riata Campus



- 2 buildings (connected via bridge)
- 550 workstations
- 100+ meeting & collaboration rooms
- Training & conference facilities
- CoolSculpting® University

We Have a Unique Center of Excellence

- 12 separate business units or teams with over 300 agents
- Both B2B and B2C teams
- Over 2000 processes across all of our teams.



Problematic Issues

- Multiple sources of truth
- Outdated information
- Not meeting metrics
- Negative effect to agent morale and turnover
- Long extensive training

Why Our Existing KB Solution Was Not Working

**WHERE THERE
IS LACK OF
CONSISTENCY,
CHAOS LIVES.**

@royalebradin

Paul's Goal

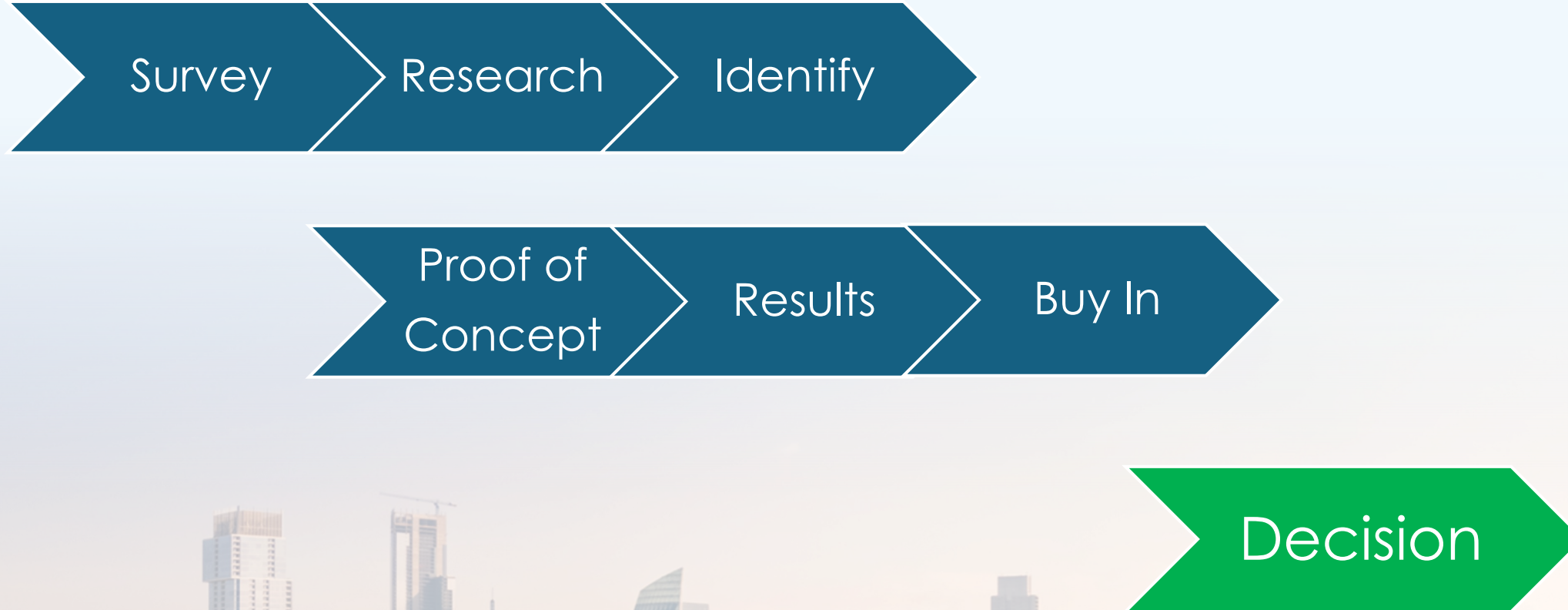
Identify a solution that could assist in reducing time to competency, AHT, and increase FCR



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How I ensured buy-in on my strategy





How We Transformed Our Learning Environment



The Positive Impact of the KMS

- Switching to a streamlined KMS
- Agent confidence
- Focus more training on customer service skills
- Metrics improved
- Real time updates allows for seamless communication
- Improved vendor relations

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The Positive Impact of the KMS & The Data

Case Study: National Botox Day

- Onboard 75 outsourced agents
- Training time of 1.5 hrs with zero access to our systems.
 - Time spent in flows FTE:2:10 vs V:2:19
 - Reduced callback from 335 to 31

Additional projects

- Decrease in escalations by 54%
- Decreased New Hire training from 3 weeks to 1 week for one group
- An additional group from 4 weeks to 2 weeks

The KMS Critical in Meeting a Go Live Date

- Migration project for our critical business system
- Go live date that was 2 years in planning.
- Process training was key
- Updated flows with new KMS SaaS solution
- Curve Ball
- KMS to the rescue with real time feedback



Creating Business Consistency With Our BPOs

- Complete integration of our KMS with our curriculum
- Eliminated the need for vendors to have to create materials
- Real Time Feedback loop

Thinking outside the box

Transfer Guide Project

- Decreased our average handle time
- Increased our customer satisfaction
- Increased NPS score due to better customer service

Additional Benefits as a Result of KMS Solution!

- One day promos which generate roughly 20K calls in one day with low amount of identifiable issues
- We've been able to increase the number of outsourced agents and decrease Full time agents for these big days
- Due to the agility of this tool we now have teams seeking us out to improve agent and customer experience



Additional Benefits as a Result of KMS Solution!

- Trainers were able to adjust/improve their training curriculums to spend additional time training soft skills and administration topics.
- NHs were able to achieve our metrics more quickly for AHT and FCR.
- Time to competency was reduced



Final Implementation Thoughts & Advice

Paul's Perspective

- Communication is key.
- Buy In
- Identify & train SME's to build out the process flows.
- A successful POC is essential.
- Must have the data to prove that the solution will benefit the business.

Lisa's Perspective

- Solid training plan
- clear communication
- Roll out in phases

Thank
You!

