



CASE STUDY

CUSTOMER SERVICE PROVIDER

Voicemail visibility drives efficiency and customer service SLAs



Overview

This case study demonstrates how a major Customer Service Provider (referred to here as the Customer Service Provider) modernized its handling of personal direct-inward-dial (DID) voicemails, transforming an unmanaged risk area into a transparent, measurable, and customer-centric service channel.

The Customer Service Provider operates a large contact center serving various clients, where agents frequently use Personal DID lines for direct customer contact. Ensuring timely follow-up on these specific calls is crucial for maintaining customer satisfaction and operational compliance across their client base.

Challenges

The Customer Service Provider faced significant operational and service quality risks due to its previous voicemail setup on Five9:

- The "Black Box" Problem: Calls to personal DID lines that went unanswered were routed to a personal voicemail box. Managers had zero insight into these individual inboxes.
- Service Risk: Agents could "cherry-pick" which voicemails they wanted to listen to and handle first, prioritizing easy or short tasks over urgent customer needs.
- No Accountability: There was no visibility into the voicemail backlog if an agent was out of the office or simply failed to retrieve messages. Voicemails were not shown on any administrative dashboard, meaning no Service Level Agreements (SLAs) could be applied.

AT A GLANCE

Provided manager visibility into previously hidden personal voicemail inboxes

✓ MANAGED WORKLOAD CONTROL

Eliminated "cherry-picking" by enforcing First-In, First-Out (FIFO) handling of voicemails via a managed queue system.

✓ AGENT EFFICIENCY BOOST

Implemented voicemail-to-text transcription to allow agents to read and prioritize messages instantly, significantly saving time.

✓ ACCOUNTABILITY & OVERSIGHT

Provided manager visibility into previously hidden personal voicemail inboxes, allowing admins to requeue messages and establish Service Level Agreements (SLAs).

Solutions

We implemented a solution that routed unanswered personal DID calls into a managed voicemail queue, converting voicemails from a static message into a traceable work item:

- **Managed Voicemail Routing:** If an agent with a personal DID is unavailable or not logged in, the caller is now sent to a call center group voicemail that is targeted specifically to that agent.
- **First-In,First-Out(FIFO) Enforcement:** This new voicemail system acts exactly like a traditional queue with a target to a specific agent. The targeted voicemail remains in the queue until the agent logs in and handles it, eliminating the ability to cherry-pick and enforcing the handling of the longest waiting message first.
- **Instant Message Prioritization:** The system transcribes voicemails to text, allowing agents to quickly read and triage the content of the message before listening to the audio.
- **Manager Visibility and Control:** Managers gain full visibility to see the voicemails waiting in queue and which agents they are targeted to. Administrators can use the dashboard to re-queue pending voicemails to another available agent if the original agent is out of the office.
- **Customer Journey Tracking:** Agents can use a new 'Reply' feature on the voicemail work item to associate the follow-up type (call, text, email, or other outbound channel) and accurately track the entire customer journey.

Results

The transformation of personal voicemail handling delivered immediate improvements in service quality, management control, and agent efficiency:

- **SLA Readiness:** The new visibility into the voicemail queue allows the Customer Service Provider to set and monitor an SLA for personal DID voicemails for the first time, significantly improving customer service for these critical calls.
- **Agent Efficiency Boost:** Voicemail transcription allows agents to instantly read the core message, dramatically reducing the time spent listening to audio and improving message prioritization.
- **Enhanced Accountability:** Managers can now see exactly how their personal DID agents are handling their voicemails, ensuring all messages are addressed promptly and in the correct order.
- **Improved Workflow:** The 'Reply' feature standardizes follow-up procedures, creating a consistent and tracked process for all customer interactions originating from a personal voicemail.