

The story of John and Helen and how MATS[®] made their lives easier

happiness made easy[®]



MATS[®] is used by some of the world's biggest companies to join-up workflow, stakeholder communications and real-time performance.

It's a web-based, managed service that quickly delivers substantial return on investment through increased profitability, efficiency, customer experience and satisfaction.

Executive Summary

The perception and the actuality of poor customer service levels from contact and processing centres is regularly experienced by the majority of consumers.

The growing pressure on businesses to 'Do More For Less' by winning and retain customers, improving customer service levels and reduce costs, whilst frequently having budgets frozen or cut, only adds to this problem.

These seemingly incompatible objectives mean that often the outcome is achieving one objective at the expense of another, with the customer's experience of dealing with a business being the most vulnerable to degradation, particularly in straightened economic times.

But this doesn't have to be the case and MATS[®] can help deliver positive and measurable outcomes against all these performance criteria.

The problem

John is at his wits end. He waited for over 30 minutes in a telephone queue only to be told when he eventually got through that they couldn't resolve his query because they didn't have access to the relevant customer file. It was the second time that had happened. Despite the inevitable extra work, John even considered moving his business elsewhere.

Helen almost gave up her job in a busy contact/processing centre because of the stress from constant calls from frustrated customers, just like John, wanting to know what was going on with their case.

The solution

Then they started to use MATS[®] and these chaser calls dropped by more than half.

By pushing communications to customers by SMS text message, email and automatically updated personal web pages (each time a key stage in the process was reached, or when some information was needed from the customer for the case to proceed). Suddenly, inbound and outbound telephone traffic volumes fell away.

Almost overnight, Helen found that with much fewer interruptions she and her colleagues were able to process more cases in the time available. These reduced completion times further improved the customer's experience.

And the benefits didn't stop there as printing and postal volumes and costs were cut and the delays associated with postal activity were removed so cycle times reduced further still.

As well as having an accurate and user-friendly dashboard to help her progress with all her cases, Helen's manager (and her boss too) had access to real time management information and the ability to produce accurate and bang up-to-date reports at the click of a mouse.

The results

So, thanks to MATS[®] John is now a satisfied customer. Not only has he gone on to purchase other products and services from the company Helen works for, he has also given them a very favourable rating for customer satisfaction in an online survey on his MATS[®] personal web page. He's even recommended Helen's company to family and friends.

And, as for Helen, her job has changed for the better. Now she enjoys helping customers with genuine enquiries and completing cases more quickly and efficiently. She's recently received a performance related bonus for delivering exceptional customer service and now she enjoys true job satisfaction.

In fact, far from looking for another job, she's going to apply for the next team leader role that comes up.