



## THE APPS INDEX



NOTHING MATTERS MORE THAN OUR CUSTOMERS. NOTHING.



**agile:** *adj* – nimble, resourceful, adaptable.  
Characterised by quickness and rapid response.

Agile, a subsidiary of the Comworth Group, has had a long-standing association with two of the leading suppliers of voice processing and contact centre technologies in the world - Avaya and NICE.

With Agile's depth of experience across a wide variety of industry verticals and the committed support of these world leading organisations, Agile has the expertise, the know-how and the tools to help organisations get a superior return

on the investments they make in communications technologies.

More than 60 highly skilled people, a large group of dedicated business partners, hundreds of installations, thousands of applications and a host of satisfied customers speaks volumes for Agile's commitment to delivering the best solutions, training, service and support.

Nothing matters more than our customers. Nothing.

**APPS Index:** *noun* – a snapshot of the current state of your call centre.  
Evaluates applications, productivity, proficiency and skills.

## APPLICATIONS PRODUCTIVITY PROFICIENCY SKILLS INDEX

As a leading supplier of contact centre technologies in New Zealand, Agile found that many organisations with call or contact centres were not using a great deal of the functionality that was available to them, and were often not fully aware of the hard won practices that some of the best in the business have learned.

Agile has acquired the experience, the tools and the know-how to help organisations like yours to get a better return on the investments you have made in technologies like these.

New levels of performance can frequently be achieved by using the technology you have, and changing very little. Often, systems and processes evolve to the point where the whole “machine” may have slowed and the cumulative effects not even noticed.

Consistently satisfying customers is challenging. Doing so efficiently and effectively requires high levels of application utilisation, proficiency, skill and productivity to minimise the stress on people and resources.

It’s a problem...that we can help fix.

The APPS Index provides you with a “snapshot” of the current state of your call centre.

We will identify those areas that are performing well, and those areas that may require some attention. We also endeavour to highlight those areas where we believe significant gains can be made without a significant investment in systems, development or change management, i.e. the “low hanging fruit”.

Since it can be difficult within the scope of the APPS Index review to quantify or estimate the definitive impact of any recommendations, a relative scoring system is used. While the assessments and recommended actions are based on subjective judgment based on years of experience, they are not made lightly. We would welcome any of our clients to challenge our assessments.

The cost of undertaking an APPS Index is based on the complexity of the review, and the size of your call or contact centre.

### APPLICATIONS:

End-user programmes designed to perform specific functions for customer-service representatives or supervisory/management personnel, e.g. presentation of on-screen information, personnel management, data and information capture, management reporting.

### PRODUCTIVITY:

The rate at which goods or services are produced; especially output per unit of labour.

### PROFICIENCY:

The state or quality of being proficient; competence.

### SKILLS:

Proficiency or facility that is acquired or developed through training or experience.

## APPS INDEX MODULES

There are seven modules to the complete APPS Index review. A minimum of four modules, including documentation review, are required.

The APPS Index addresses the following and provides you with actionable steps for sustainable improvement.

### CALL DELIVERY

Call delivery including:

- Trunks, bandwidth utilisation
- Routing tables and rules (including the Intelligent Network)
- Network activity including prompts, diverts, reports
- BCP and redundancy plans (excluding external network)

### ACD FUNCTION

Call arrival at the switch, router or media server including:

- Greetings and prompts (menu structure)
- Queuing (and queue management)
- Call distribution and clearance
- ACD stats and reports generated

### CSR MANAGEMENT

Functional reporting on:

- CSR availability and compliance
- Quality assessment and management

### CSR FUNCTION

Call management and clearance:

- Talk-time, after-call work-time
- Throughput (talk-time standards)
- Consistency of delivery
- Use of functional tools including but not limited to:
  - o Knowledge systems
  - o Customer-information systems
  - o Call termination code recording

### CTI FUNCTION

(if installed/active)

Where CTI is enabled:

- Information delivery to screen, and the use thereof
- Interface issues (for CSR)
- Other applications for CTI

### SELF-SERVICE

Where audiotext, IVR/voice-response or faxback is enabled:

- Menus, scripts and use of IVR
- Data capture (in IVR)
- Data presentation (in IVR)
- Exception handling

### DOCUMENTATION REVIEW

The importance of adequate documentation of the connectivity, routing, ACD and CTI configurations, prompts, call-flows and exception handling, particularly when problems arise, should not be underestimated.

APPS will highlight the deficiencies and suggested actions for rectification.

Should documentation not be complete (or in existence), the creation thereof does not form part of the APPS Index review.

## APPS INDEX SCORING




Recommended actions will be indexed and the impact noted as follows:

### VELOCITY

Velocity considers the relative 'speed' with which calls/contacts are cleared, i.e. How fast is the throughput? How efficient and effective are we?

Recommendations for modifications or improvements will be rated according to the projected impact on the ability to improve the clearance rate for calls or contacts.

#### VELOCITY INDEX




High impact on velocity =   
Moderate impact on velocity =   
Low impact on velocity = 

### DRAG

Drag considers those areas which are limiting or hindering the process of service-delivery. Increased drag means a greater rate of resource consumption.

Suggested actions will provide a relative impact assessment of the effect on "drag".

#### DRAG INDEX




Significant reduction in drag =   
Moderate reduction in drag =   
Low reduction in drag = 

### URGENCY

Urgency considers the immediacy of attention that should be bestowed on the recommended action.

The degree of urgency could be related to an immediate cost reduction with little or no effort, or it may, for example, relate to business continuity risks associated with inherent weaknesses in the system or its configuration.

#### URGENCY INDEX

High level of urgency =   
Moderate level of urgency =   
Low level of urgency = 




### RESOURCES

An indication of the resource requirements that will be required to undertake the suggested action will be provided.

This is an indication only, and may include the requirement for capital, time on the part of personnel or outside professional assistance.

As appropriate, explanatory notes will be provided.

#### RESOURCES INDEX

High level of resource =   
Moderate level of resource =   
Low level of resource = 



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