

*NorCal Contact Center
Association*

SureWest[®]

Welcome To SureWest



NorCal Contact Center Association



Customers:

SureWest Operating Metrics - Customer Metrics

Telecom		
	Residential Access Lines	40,670
	Business Access Lines	32,549
Broadband		
	Total Subscribers	62,347
	RGU's	121,385
	<i>Data</i>	60,867
	<i>Voice</i>	37,577
	<i>Video</i>	22,941
	Business customers	3,223

*Period Ending December 31, 2009; Source: Subscriber Report

Customer Support:

Annual Activity

Contact Center Calls Handled

Residential	Annual '09	240,482
Technical Support		<u>236,457</u>
Total		476,939

E-Mail Support Requests

Residential	Annual '09	3,778
Technical Support		<u>3,519</u>
Total		7,288

Staffing

	Residential	Tech Support
Manager	1	1
Supervisors	4	4
Leads	5	4
Agents/Service Center	<u>48</u>	<u>50</u>
Customer Operations		6
Total		123 staff

Call Management

- Understanding Calls
 - What service are they calling about?
 - What is the customer experience?
 - What caused the reason for the call?
 - How was the issue resolved?
- Review weekly results with other departments

WFM Forecasting

- Annual Budget Forecasting
 - Calls vs. Customers
 - Seasonality
- Schedule Forecasting
 - Recent Call Patterns
(Calls, Service Level, Longest Delay by ½ hour for each day of the week)

WFM Processes

- Shift Bids
 - 3 times a year
 - Seniority Based
- Schedule Meetings and Trainings
- Supply times of day for agent 1 x 1's
- 40 hours of unscheduled absences (Sick Line)
- 15 min each day for email/order catch up
- Scheduled signed-in adherence 94%

New for 2010!

- Web Chat
- Performance based shift bidding???