knowledge17

WORK at LIGHTSPEED

Killing It In The Call Center

Tad Tjornhom
Application Business Architect
RedBrick Health

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servicenow

Killing it the Call Center: Combining multiple SN Apps





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Speaker Introduction



NAME: Tad Tjornhom

TITLE: Business Application Architect

FUNCTION: Application Services

COMPANY: RedBrick Health /Aerate

Experience: 20 years in ERP and CRM

Expertise: CRM, ERP, ITSM

Current Projects: Customer Service Management , Project Management Applications

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Business Context – Reality Bites!

Projected Call Center Costs over $1 Million and you have 5 months to fix it.





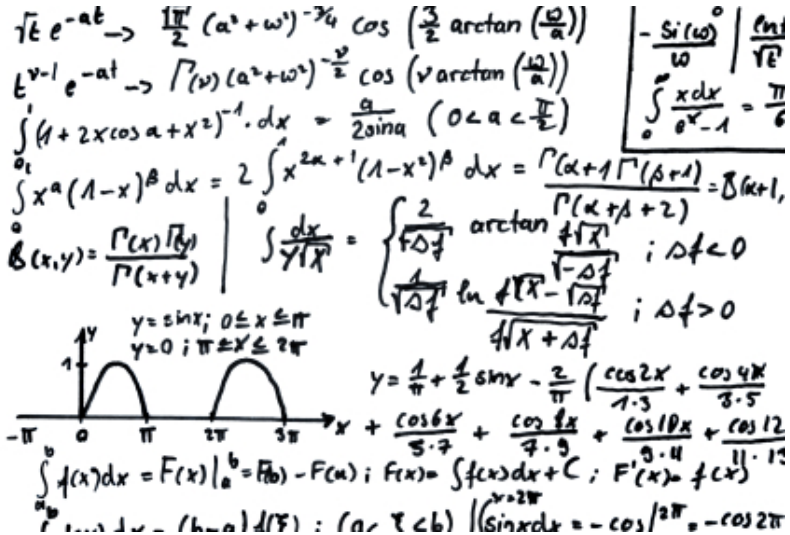


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Mission: Save a Million by reducing steps and predict the future

Start predicting Call volumes



Eliminate multiple steps

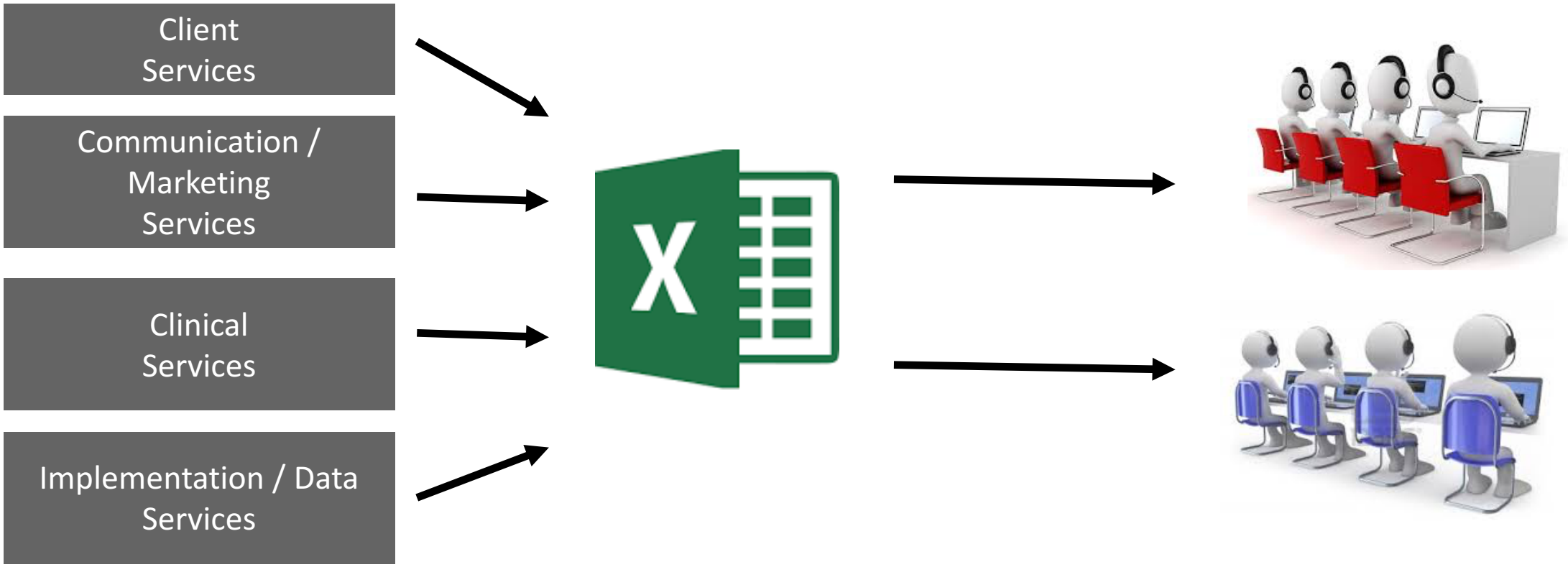


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Business Context – Reality Bits!

All Excel base knowledge base

$100,000.00 Savings



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Solution at a Glance

- Account Management App
- Data Management App
- Marketing Management App
- Clinical Management App

KNOWLEDGE BASE





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Solution at a Glance – Account Management App

What is this App?



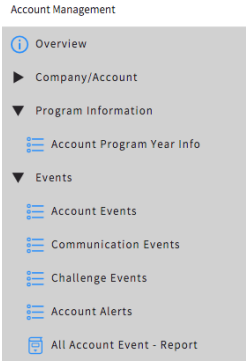
What it was before?





What is it now?

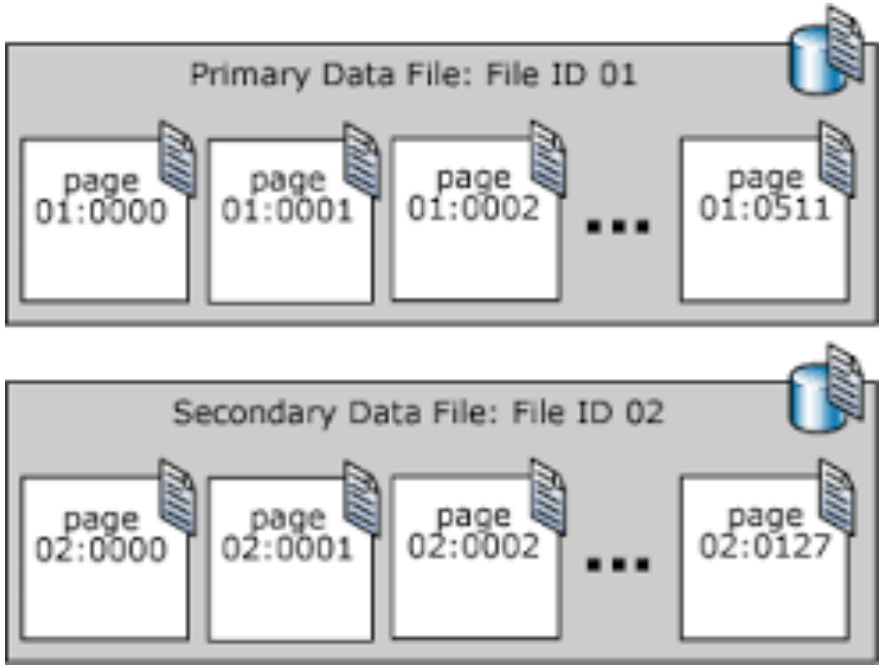




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Solution at a Glance – Data Management App

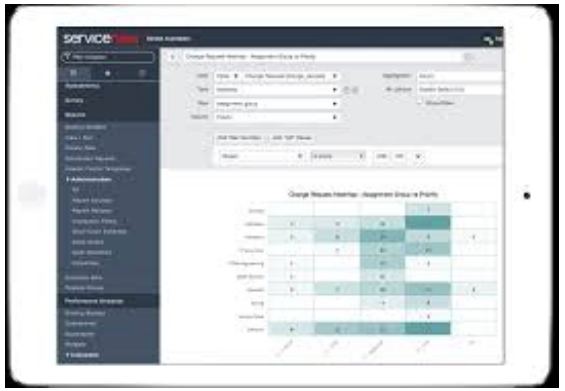
What is this App?



What it was before?



What is it now?



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Solution at a Glance –Marketing Management App

What is this App?

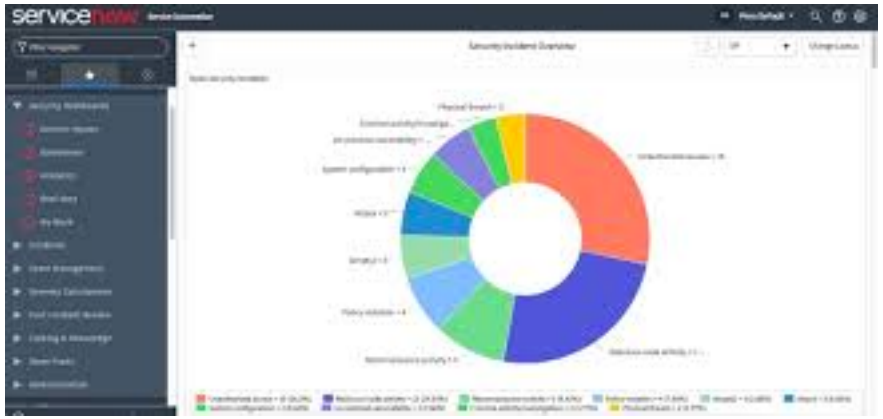


What it was before?





What is it now?



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Solution at a Glance – Clinical Management App

What is this App?

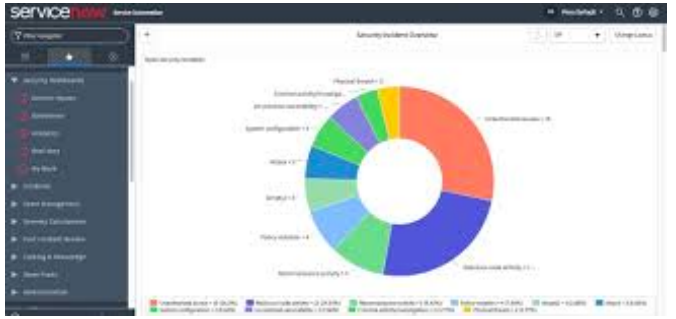
Health Screening

What it was before?





What is it now?



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Solution Tied Together

Data Management App



Clinical Management App

Account Management App

Marketing Management App

Affected CIs (1) | Calls By Same Caller (2) | Comm Events (16) | Alerts (2) | Health Screening Events | Task SLAs (3) | Metrics (7) | Phone Logs | Tasks | Appointments | Account Events (3) | Challenges (2)

Calls By Same Caller | New | Search | for text | Search | 1 | to 2 of 2

Service Tickets

Number	Short Description	Category	Subcategory	Configuration item	State	Caller	Name	Assignment group	Assigned to
SER0276546	Track loading issue	Issue	Bug/Defect	Track - RB5	Resolved	2013271	RedBrick for RedBrick	CE Advisor	
SER0912458	tad Testing in prod emailing to and from	Inquiry/Help	General Question	Access	Escalated	2013271	RedBrick for	Project and Demand User	Tad Tjornhom

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Solution – Technical Details

- 4 NOWplatform App
- Knowledge Base
- 5 Data Views
- 1 Rest API integration
- 37 change set
- 2 Client Scripts
- PII and PHI for Health Care Industry

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Client Service End-User Value

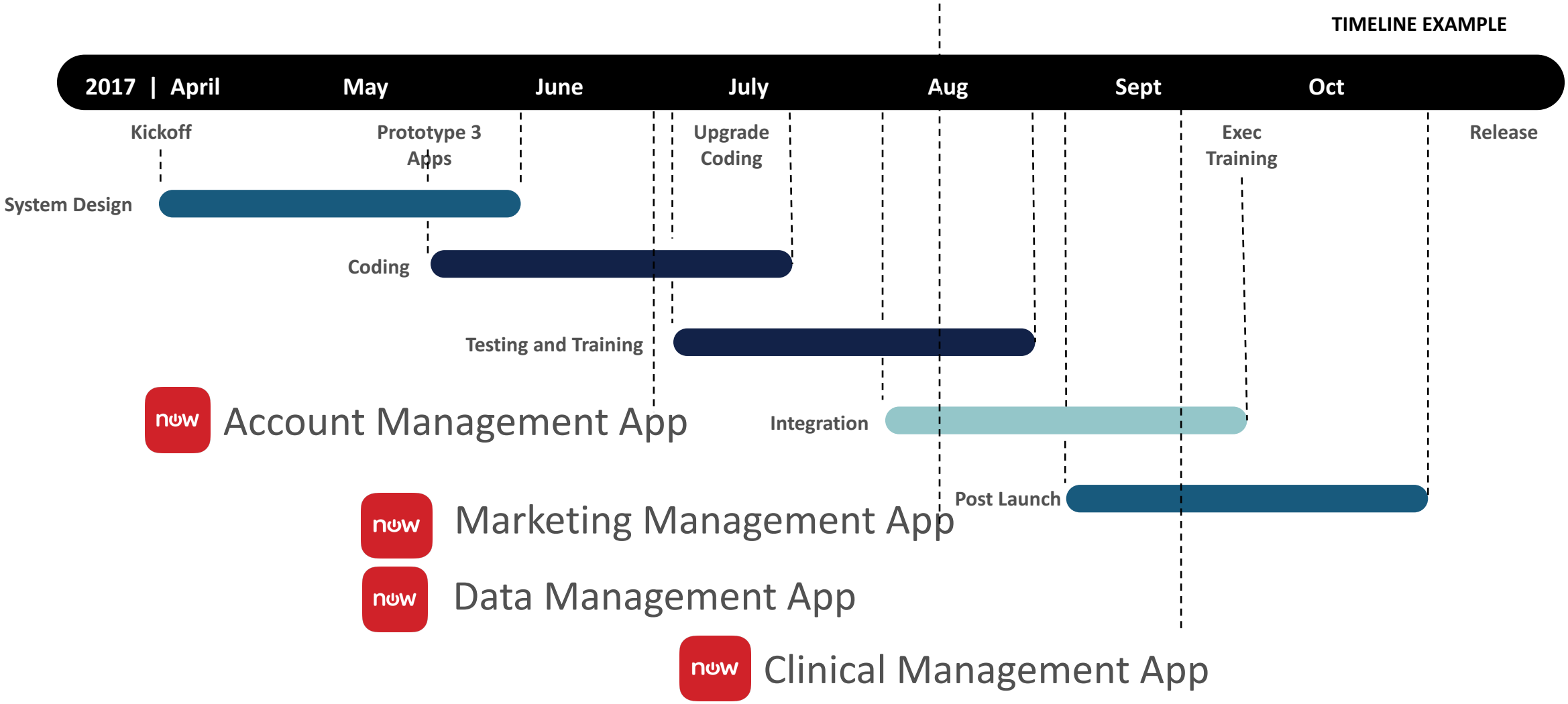
- Knowledgebase – one time update without redundancy
- Updated KB within minutes not 5 hours
- Reporting | Reporting | Reporting – Before no reporting

Call Center End-User

- Knowledgebase – reduced time on call (1 minute per call) (Where it WAS BEFORE TO KNOW)
- On Screen Alerts – on what is going with the client or platform issues
- Daily update of events or news to better inform customers calling in

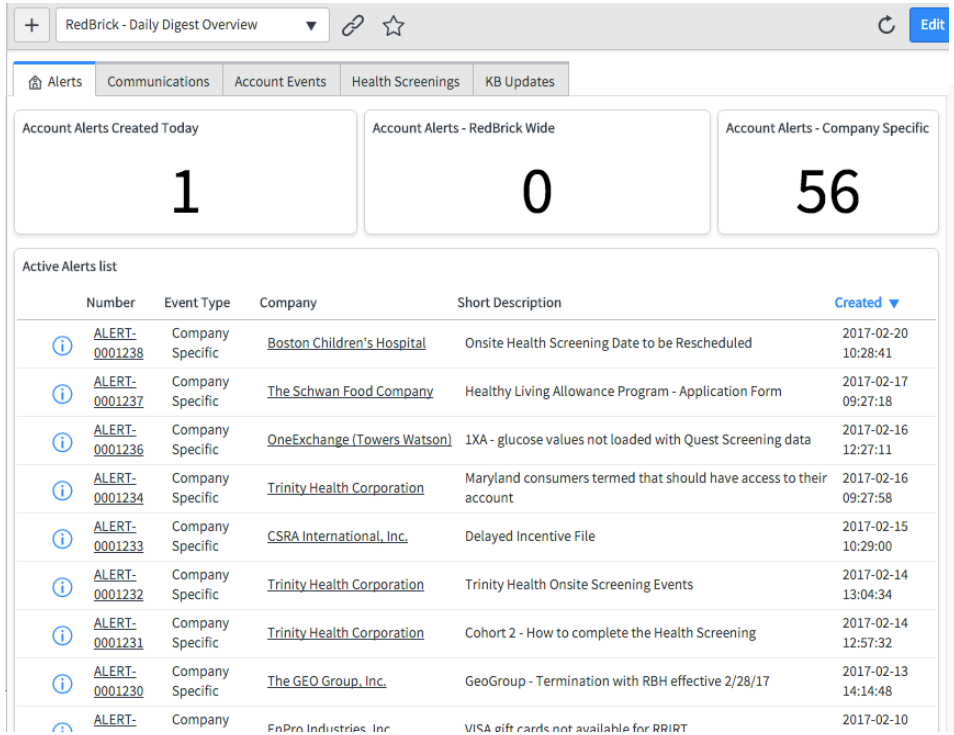
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Solution – Call Center Project – Disclaimer*



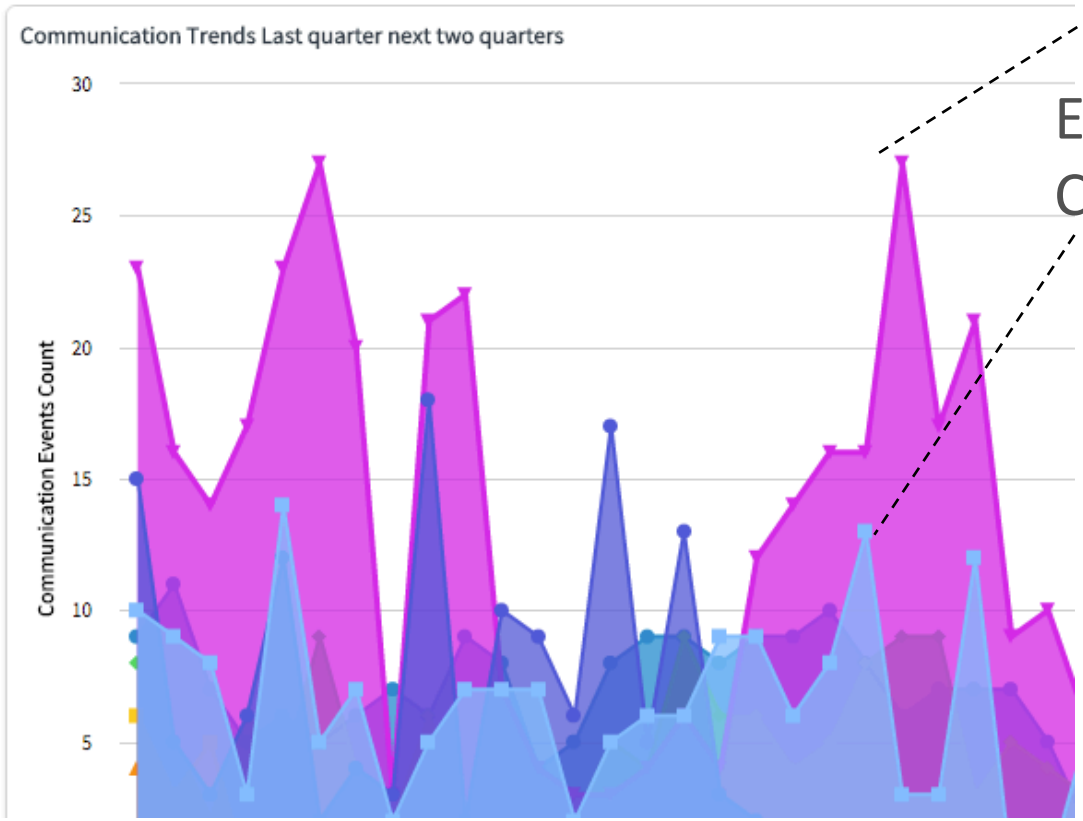
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Solution – Prediction Data



	Health System	Over 50% Blue Collar	Over 50% White Collar
High Penalty - Complex Plan	A	B	B
High Reward - Tobacco	A	B	C
High Reward - Complex Plan	A	B	C
High Penalty - Simple Plan	A	B	C
High Reward - Simple Plan	B	C	C
Low Penalty - Complex Plan	B	C	C
Low Reward - Tobacco	B	C	D
Low Reward - Complex Plan	B	C	D
Low Penalty - Simple Plan	C	C	D
Low Reward - Simple Plan	C	D	D

A	Extremely High Call Volume per Eligible Consumer
B	High Call Volume per Eligible Consumer
C	Moderate Call Volume per Eligible Consumer
D	Low Call Volume per Eligible Consumer

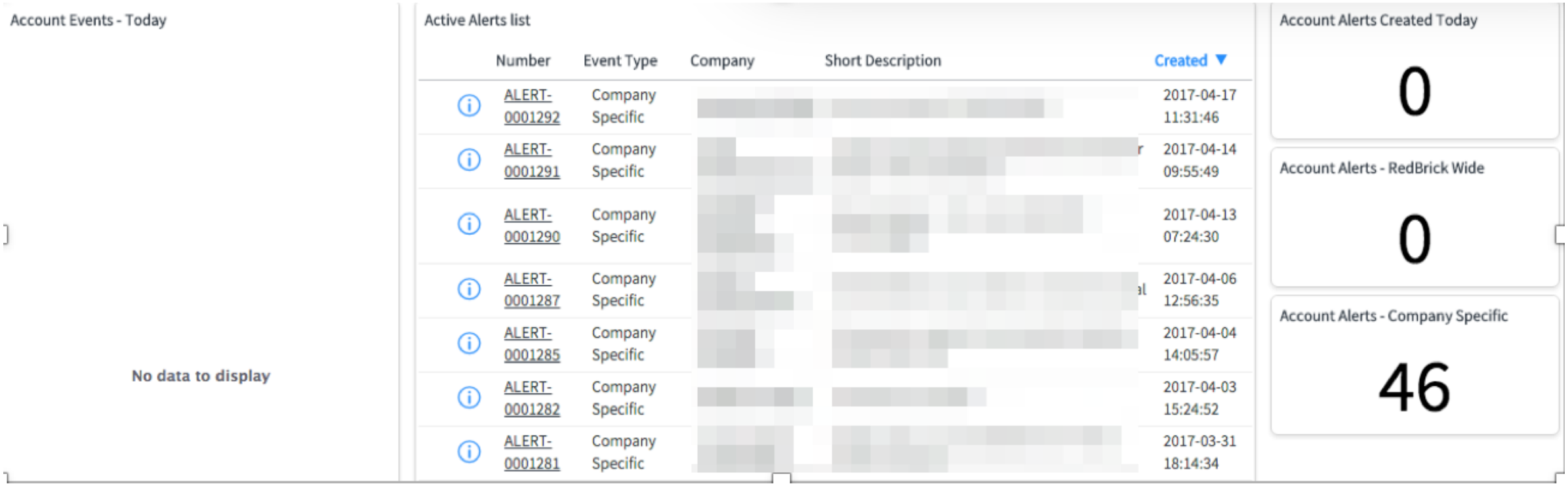


Call Volumes

Email Communications

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Solution – Demo

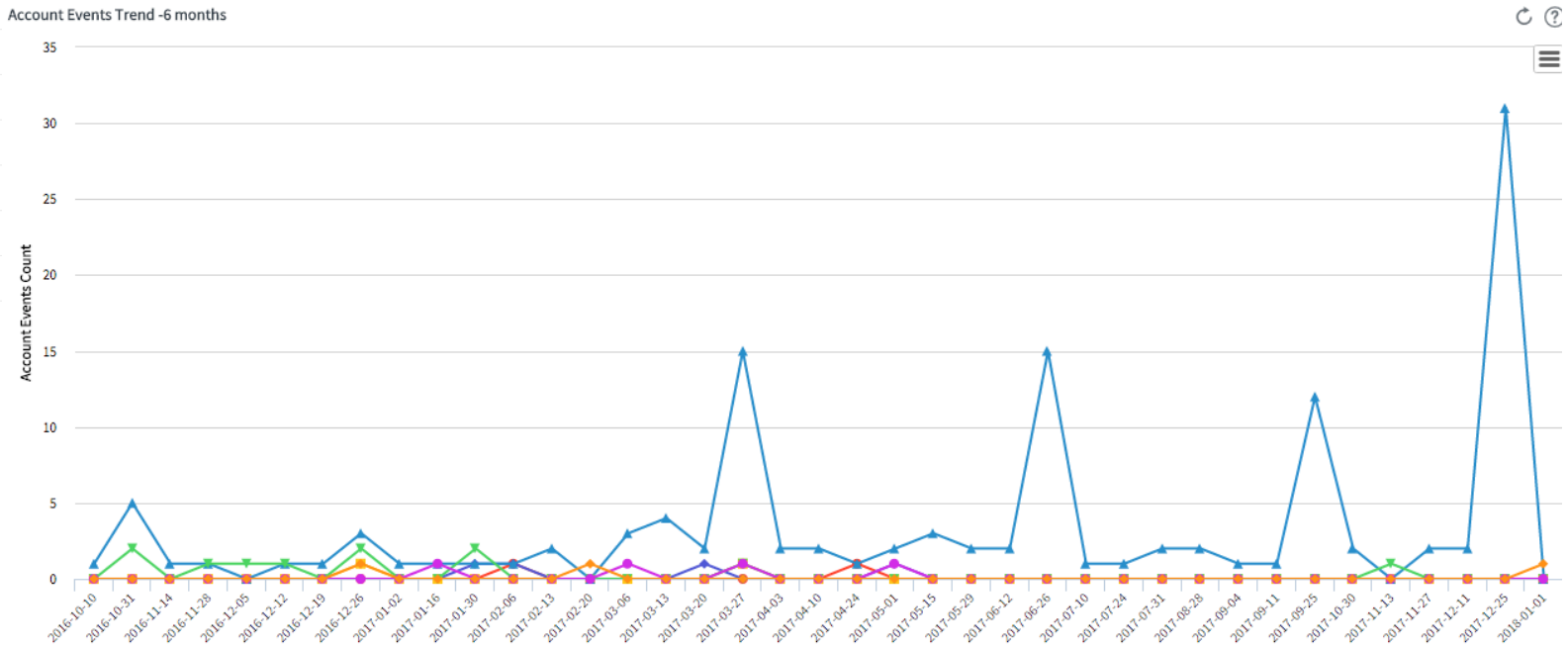


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Solution - Demo

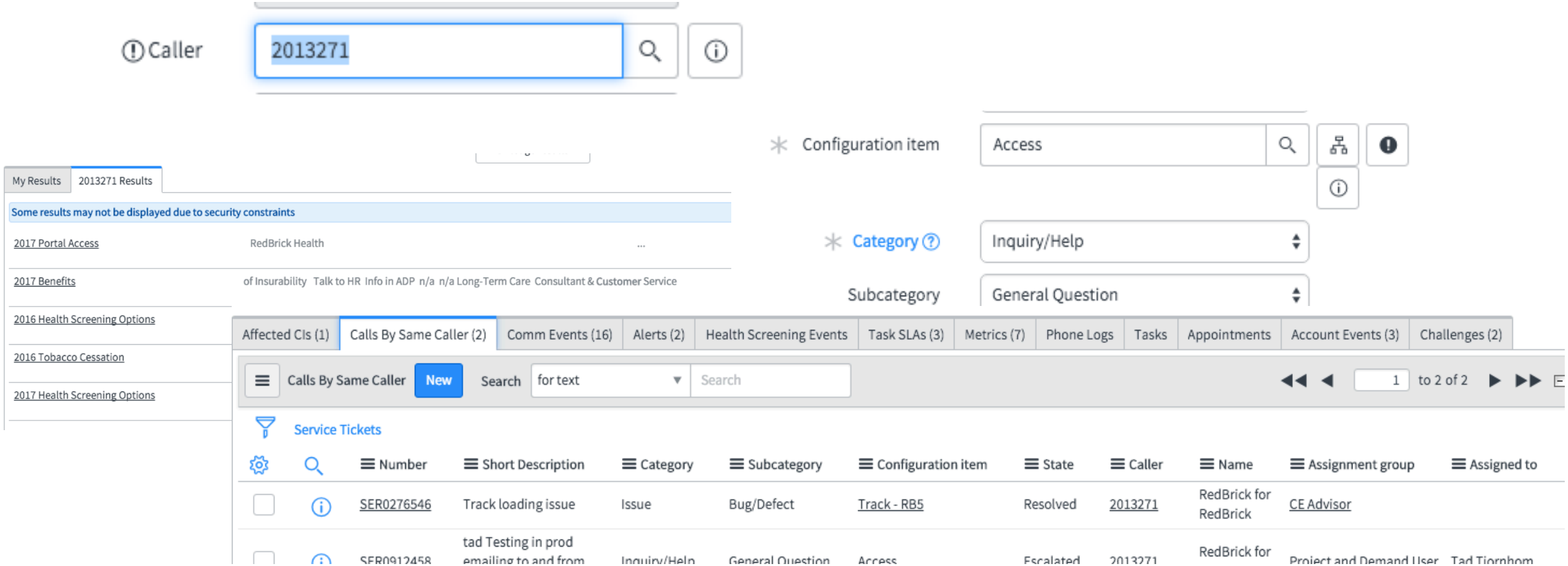
Account Communications sent Today

Project ID	Company	Communication Type	Short Description	Event Participation Estimate
13517	RedBrick Health	Challenge	Boot camp challenge flyer, poster and TT	
14040	Pentair Ltd.	Incentive/Program	Coaching Poster & TT	
14041	Pentair Ltd.	Incentive/Program	Coaching Postcard	
12584	Main Line Health	Challenge	MLH No Excuses Challenge -- Winners/Survey	
13844	Main Line Health	Incentive/Program	MLH April Stress email	
14048	L'Oreal USA, Inc.			
14037	International Paper Company			
14007	Hennepin County			
14076	DTE Energy Company			
12201	CSRA International, Inc.			
14062	Capital One Financial Corporation			
13762	Ashley Furniture Industries, Inc.			



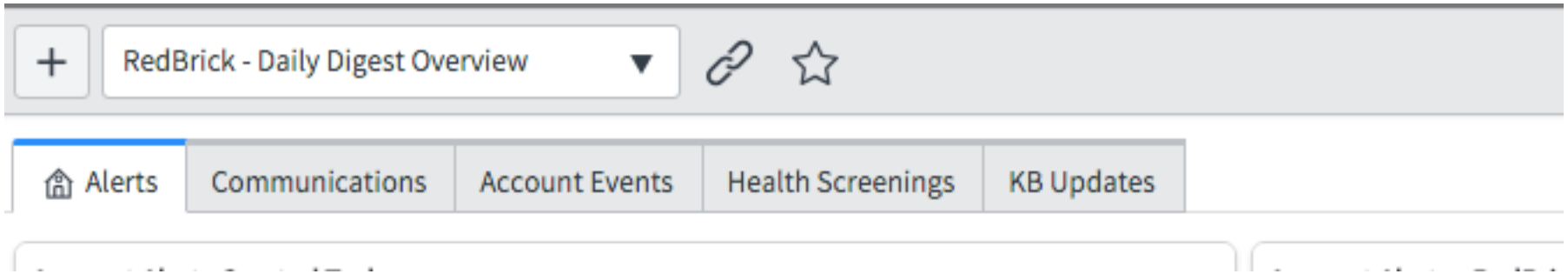
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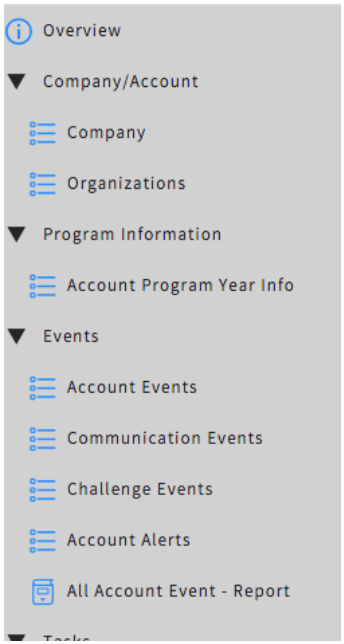
Solution – Call Center Screen Changes

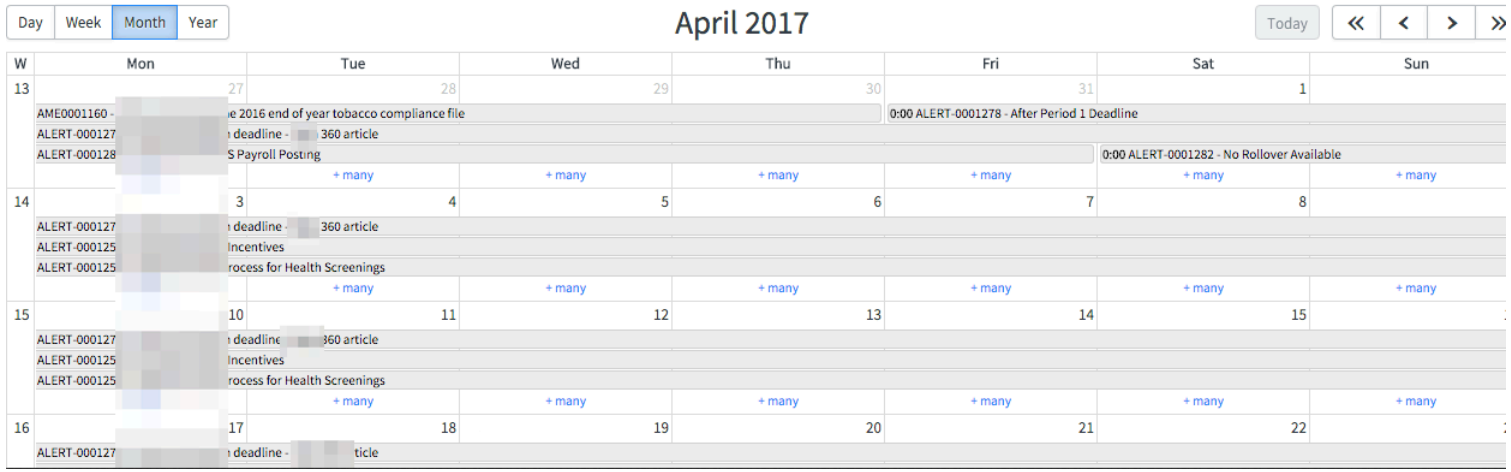


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Solution – For Client Services







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Value Outcomes

Measurement	Before	After
Reduced Call Center Management Costs	No way to predict call volumes	30% reduction is staff hours and predictions on call volumes
KB update Costs	$100,000	$0
First Time resolution	Not able to measure	Measureable. Over 6 months increased by 50%
Call Time reduction	unmeasured	Trend reduced by 2 minutes over 3 months.
Customer Satisfaction scores	Biggest issue in our company..	

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Roadmap

Project Management Suite	• Move off excel • Streamline Org Processes
CSM	• Contracts / Products • Clinical Coaching Center

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Top Takeaways – Business Analysts

1

Customer’s ask for a 3/4 drill but what they want is 3/4 inch holes

2

Look at the requirements thru services eyes

3

Know the end in mind before you go into development

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Top Takeaways – Developers

1

Know the SN out-of-box capabilities before you develop

2

Configure before code

3

Don’t develop a HUGE Solution .. Take it one change set at a time.

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Top Takeaways – The Secret to Success

1

Validate that the solution will actually achieve the results you want

2

Align everyone on the same page to the objective outcomes

3

Train
Train
Train

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Thank You

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Q & A

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