

Wells Fargo's Business Challenge:

Wells Fargo Management decided to take a critical look at their Customer Contact Centers. Customer satisfaction has always been a top priority for Wells Fargo, but the Management team had become concerned that a satisfied customer might not necessarily remain a loyal customer. The challenge was to both grasp a better understanding of their customer base, and maximize the effectiveness of Wells Fargo agents' handling of their customers. To add to the challenge, Wells Fargo envisioned their Contact Centers as not only Customer Service, but as a viable revenue generating entity.

Key Components of Computer Instruments Solution:

To help Wells Fargo meet their challenge, Computer Instruments supplied an Enterprise e-IVR Solution integrated to two Avaya S8700's, residing at two different locations. Key components of the solution included our e-IVR Enterprise Application Server, Custom Surveys, CTI Capabilities, and integration to a Cisco ICM, all hosted on a 48-port (Dialogic) RAID Server.

Key Functionality of Computer Instruments Solution:

The Computer Instruments Solution enables Wells Fargo to monitor customers' feedback relating to their impression of their Customer Service Representative and their Customer Service experience. The e-IVR Enterprise system provides real-time Customer feedback to a third party firm who tracks, analyzes, and reports the captured data to Wells Fargo for review.

Upon call completion, customers are automatically routed to the e-IVR system to report their experience. The e-IVR system captures voice and touch-tone input from the caller, then compiles the data into a customized database and, in real-time, routes survey response records to the third party firm in XML format for analysis.

Benefits for Well Fargo:

With the Computer Instruments Solution, Wells Fargo has maximized Customer Service and Quality Control within their two leading Customer Contact Centers. By gaining a more thorough understanding of their customers "point of view", Wells Fargo has fostered an enlightened Customer Service environment. Their customers' overall experience has been elevated and a more loyal customer base is being cultivated. From a revenue generating perspective, Wells Fargo Quality Control can now directly survey their customers in real-time to evaluate the effectiveness of their Agents up-sell approach. This type of analysis shapes future marketing positions and helps realize the full potential of their Contact Centers as the revenue generating entities they envisioned.

- Real-time Customer analysis
- Maximized Customer Service – 24 hours a day, 7 days a week
- Maximized Service Levels
- Revenue Generating Contact Centers
- Designed to scale with Wells Fargo's growth

Conclusion:

Wells Fargo has taken an innovative, aggressive approach to maximizing Contact Center Service levels and, with the help of Computer Instruments, now has the tools to meet that challenge.



Computer Instruments, Inc.
www.instruments.com
1.888.451.0851
sales@instruments.com