What Can Accurate Task and Process Handle Times Do for You?

Leaders of service operations are constantly trying to balance cost containment with customer service. In fact, improving customer experience has overtaken driving operational efficiencies as the Number 1 goal of back-office service organizations, according to a recent Aberdeen Research survey.[1]

A key driver of customer satisfaction is on-time delivery of goods and services requests. Yet many customer service operations struggle to meet their promised service-level agreements (SLAs). The same Aberdeen survey found that 17 percent of contact center calls are "chaser" calls — repeat calls from customers because of delays or errors.

Why Is Tracking End-to-End SLA Achievement So Hard?

One of the challenges to SLA achievement is understanding exactly how long it takes to execute an order or request from first point of contact through to its completion. This is because many work items are complex, with several process steps that are performed by different teams using different systems.

- The contact center can record how long the inquiry call took, but did the agent perform any after-call tasks before submitting the request for back-office processing?

- How long did the item sit in a work queue before a team member picked it up?

- A workflow system can give you info on how long a task took, but what if the work item then gets sent to another team and system for the next processing step?

- What if there's a manual task, such as scanning an item received by mail (it does still happen)? Can you track the amount of time from receipt in the mail room to entry into the processing system?

Leverage Desktop Activity to Establish Handle Times

It's easy to see how difficult it can be to understand just how long a complex work item takes to complete. There is hope, though. Verint® Desktop and Process Analytics™ (DPA) is able to tag work items as they move along employee desktops. Each time the work item is touched, Verint DPA timestamps that activity using application triggers.

These events are then tied together and the Verint DPA Process Analysis module can calculate not only the handle times of individual tasks, but also the overall handle time from beginning to end. It can capture process data at scale, across all team members, and identify the outliers — your best practitioners, as well as those individuals who are struggling.

[1] Back-Office Agility is Pivotal for Differentiated Customer Experiences, Aberdeen Research, 2021

VERINT®

Executive Perspective

Benefits of Accurate, End-to-End Handle Times

Having accurate handle times for complex orders and request can benefit you in several ways:

- **More Consistent SLA Achievement** — The ability to track and quantify the handle time of an order or request from beginning to end helps organizations set realistic turnaround times or SLAs with customers. Verint DPA can capture not only handle times by task, but also the end-to-end process handle time. With this data, organizations can set realistic customer expectations and then keep their promises to the customer for timely delivery of goods and services.

- **Increased Processing Capacity** — Verint DPA Process Analysis can identify process bottlenecks, lapsed time during hand-offs, and employees who are struggling with particular processes or tasks. By fixing the bottlenecks, adjusting hand-off expectations, and coaching employees, you can speed processes, reduce costs, and create capacity to take on more work.

- **Greater Consistency and Compliance** — Many processes have strict regulations for tasks and steps to be performed. Verint Process Analysis can identify if an employee is skipping a critical step. By monitoring processes at scale across teams and functions, organizations can help ensure process compliance by all employees.

Support Process Improvement Initiatives

Practitioners of Lean and Six Sigma methodologies find the insights provided by Verint DPA particularly helpful in their efforts to streamline and improve processes. They can also use Verint DPA to track adoption of process changes after process redesign, to help ensure the process improvement efficiencies are captured.

Verint DPA is an innovative, cloud-based solution that gives organizations visibility into employee desktop activity and processes. The solution includes:

- **Application Visualizer** — Capture employee application usage to understand how employees are spending their time.

- **Application Triggers** — Capture desktop events and convert these to data tags, timestamps, and triggered actions based on application use.

- **Process Discovery** — Transform desktop activity into near real-time, visual process maps showing actual employee paths and variations.

- **Process Analysis** — Establish average handle times for tasks and end-to-end processes.

- **DPA Collections** — Enable easy analysis and quality review of work items by capturing all touchpoints into a single repository.

Part of the Verint Customer Engagement Portfolio

Verint Desktop and Process Analytics is part of a patent-protected portfolio of cloud solutions that enables the world's most iconic brands to efficiently connect work, data, and experiences to build enduring customer relationships.

Learn more at
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