

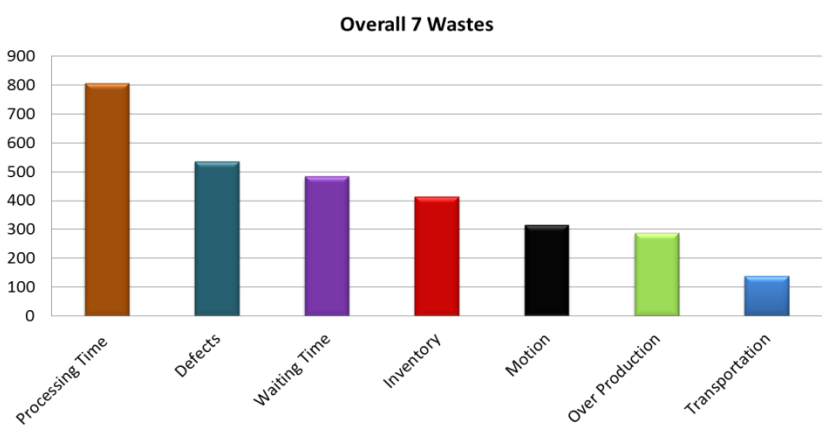
Implementation of Non Value Added Wastes Reduction within Call Centre Environment

1 - Business Opportunity

Preventable levels of waste within the call centre environment including defects, excessive processing and customer waiting time were making it difficult for front line employees to maximise value added time on customer orders

2 - Cause of Problem

High levels of variation in terms of pricing were caused by a lack of standardisation of customer rates and the sales order process lacked consistency throughout the national depots



Excessive processing time and defects were impacting the sales order process the most

3 - Business Solution

A service focused FMEA (failure mode effect analysis) processed was developed and implemented to provide a structured priority of the key risks, opportunities and solutions for the project to minimise waste and increase impact on cost, quality and delivery

Process Step No	Potential Failure Mode	Potential Failure Effects	S	O	C	D	E	B	N	P	Current Controls	D	R	P	N	Actions Recommended	Short + 1 Month	Medium 1-3 Months	Long 3+	Resp.	Actions Taken	
1	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
2	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
3	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
4	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
5	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
6	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						
7	Incorrect agent behaviour	customer will experience a call call that is frustrated and receive a bad call	9	10	10	10	10	10	10	10	None	8	720	7	630	Implement a call script for agents to ensure they are providing the correct information to the customer and ensure the order is placed correctly and the customer is satisfied with the service.						

Reduced non value added wastes

4 – Quantified Benefits

Improved levels of customer focus and more structured sales process resulting from the waste reduction activity. Call centre operators more motivated and incentivised as a consequence