

# REACTIVE TO PROACTIVE: MODERNIZING THE CONTACT CENTER

## CASE STUDY



The Florida Department of Economic Opportunity (DEO) engaged with PTP to design and deploy a modern contact center solution that significantly increased efficiency through self service IVR, advanced reporting & analytics, intelligent routing, and workforce management.

## THE CHALLENGES FLORIDA DEO FACED

The Florida DEO administers state and federal programs that benefit visitors, citizens and businesses. Part of the DEO charter is handling a variety of inbound inquiries, but with an outdated contact center, high call volumes often overwhelmed the agency, resulting in a reactive, not proactive, response to fluctuations in call volumes due to natural disasters or shifting legislation.

They also experienced difficulty projecting accurate staffing and training needs, as well as a lack of reporting and data due to the absence of integration between their CRM and contact center platforms.

## THE RESULTS

PTP assessed, designed and implemented a modern contact center solution that improved the agency's efficiency in key areas, as well as increased self-service for all of its constituents. This resulted in:

- 30-second reduction in Average Handle Time
- 25% increase in adherence, allowing the DEO to handle approximately 3,500 more calls
- 21% increase in agent quality scores, as well as a six minute reduction time in Average Handle Time for the agency's top agents



## IMPLEMENTING A PROACTIVE STRATEGY

PTP engaged with Florida DEO as a strategic partner, conducting a thorough analysis of their technology and operations, designing a unique solution to meet their objectives, and implementing a modernized contact center solution. This included:

- **Self-Service IVR:** Upfront data capture allows questions and concerns to be handled through self service and provides customers with helpful upfront information, as well as integrates to CRM software for enhanced customer management.
- **Skill & Priority-Based Routing:** Directs callers to agents best suited to address a caller's needs and queue management provides callers with wait time and the opportunity to receive a call back.
- **Intelligent Desktop with Screen Pop:** Agents see screen pops with claimant or employer information for a quicker call resolution.
- **Reporting & Analytics:** Real-time visibility into operations, so managers know how many outstanding emails there are and the number of callers in a queue.
- **Workforce Management:** Increased forecasting and scheduling efficiency to better manage and plan for employee needs.

## ABOUT FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY (DEO)

The Florida DEO administers state and federal programs that benefit visitors, citizens and businesses.



### LEVEL OF REACH

500

AGENTS IN 3 CONTACT CENTERS

*"We are now controlling the business instead of reacting to the business. We've definitely been able to be more innovative than in the past and we look forward to continuing that as we expand into new areas."*

**Tracy Thomas** – Bureau Chief of Contact Center Operations