Capita

Helping call centres deal with COVID-19

With COVID-19 impacting daily life, contact centres are facing a huge surge in incoming calls – and a number of resourcing challenges with social distancing/self-isolation requirements, agents falling ill or having to look after their children.

To support you as you deal with this unprecedented level of disruption, Capita's Virtual Contact Centre, Conversational AI tool and rapidly deployed contact centre solution can all be set up quickly to protect revenue and strengthen business resilience.

At-a-glance

Here are three ways you can deal with the challenges you currently face and those in the future.

1.
Conversational AI tool

A first line of response that can be up and running in 24 hours. It allows you to scale swiftly, reduce agent workloads and ensure BAU operations. It's also able to identify common concerns from the questions customers ask, providing the insight to publish information on your website and other channels, and so further reduce traffic to your teams.

2.
Rapidly deployed contact centres

These are set up quickly with agile teams who can quickly become experts in customer messaging and also handle your outbound comms. Cloud-based telephony can boost capacity while analytics can drive your decisions. This option will ease the burden on your teams, increase flexibility, reduce overheads and be up to 80% more cost efficient.

3.
Virtual Contact Centre

Sophisticated virtual call management technology which re-routes calls to agents so they can respond to customer queries whilst working from home. Scalable to meet your requirements and requiring minimal investment, it's a great way of retaining staff whilst protecting revenue.
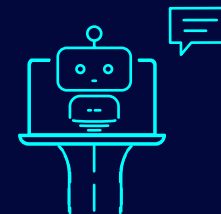
Benefits

People benefits

- Agents can better manage the spike in incoming calls

- Deploy existing agents - no need to recruit or train new staff

- Contact centre teams are confident that call volumes are under control

- Provide a better work/life balance for employees able to work from home

Operational benefits

- Pressure on call centres is reduced

- Can scale to any level of disruption

- Answer queries before customers have to call

- Spot incoming surges early

Recovery benefits

- Conversational AI can be deployed instantaneously

- Rapidly deployed contact centres and Virtual Contact Centre can be up and running quickly

- Each solution is on standby, so can be put into action immediately

Reputational benefits

- Customers have faith in service levels

- Staff are supported in exceptional times

- Brand is known for responsiveness

Support for one well-known travel company set up in 18 hours

When a famous high street travel agency stopped trading last year, 9,000 of its employees needed help and guidance.

Within 18 hours of the first client call, we had a team of 10 per shift trained and answering calls 24/7.

Scripts were written on a Sunday night after the request was made, with operations live by 10:30 the next day. The team's ethos is agility and flexibility, with each member identified for having the right skills and attitude to quickly slot into place across multiple clients.