

Case Study: gem

gem Sets the Standard for E-Mail Service with KANA Response



THE COMPANY

Leading European provider of outsourced customer service for Fortune 2000 companies around the world.

THE CHALLENGE

Multi-channel service that surpasses the performance and quality demands of the world's largest companies.

THE SOLUTION

KANA Response

THE RESULTS

Fast, accurate and consistent service; reduced maintenance costs and a platform that delivers the reliability and scalability required to support a diverse client base.

Gem reduces escalations while increasing the speed and quality of e-mail service for diverse clients.

Based in Northern Ireland, gem provides multi-channel, multi-lingual contact center services for US and European clients across a range of industries including banking, travel and tourism, retail and high tech manufacturing. Call centers in Belfast and Derry offer 24x7x365 support services for clients that include Cisco® Systems, Expedia.com® in the United Kingdom, IBM®, and the UK Countryside Agency.

The quality of gem's telephone, e-mail, chat and SMS service has been repeatedly recognized in the US and Europe, where the company was named "Best European Multi-Media Contact Centre" and "Best Global Call Centre of the Year".

"We have no doubt that KANA Response will stand the test of time. It's a rock-solid system."

Gavin McGoldrick, Technology Director

In 2000, gem started its business with the goal to deliver fast, reliable and consistent customer support services to meet the business objectives and satisfy the demands of its global client base. gem determined that the first and most critical e-channel was e-mail and began a search for an e-mail management solution that combined proven reliability with productivity tools that would streamline message handling processes.

By testing a variety of offerings, including hosted solutions, gem recognized that KANA Response would meet their needs and demonstrate gem's credibility in the quality customer support market. "We bombarded KANA Response with e-mails during our testing phase," said Gavin McGoldrick, Technology Director at gem. "It quickly became apparent that the system could easily manage any seasonal volume spikes and our expected growth. Given this level of performance and extensive response automation, we knew KANA Response was the right choice for us. It delivered the WOW factor we were looking for."



Another important reason for selecting KANA Response was installation flexibility. To meet their performance demands, the company wanted to install the application locally. They also wanted to be able to support remote operations in the future. KANA Response has given them exactly what they need with local installation in Belfast. As gem's business has grown, the company has been able to offer remote access to customers in London without performance degradation.

Agent productivity excels with response automation

KANA Response has been the preferred in-house e-mail management system for gem for 5 years now. It is used by approximately 100 agents managing tens of thousands of inquiries per week. gem agents who have had experience using other e-mail management applications really appreciate KANA Response's ease-of-use, citing its intuitive interface and easy navigation.

With dedicated and roving agents answering a wide variety of questions, gem makes extensive use of KANA Response automation including categories, hot-keys and pre-defined, scripted replies. Agents need only review, tweak and spell check the replies, enabling them to accurately and consistently answer travel questions one day and explain how to return a part the next. In addition, multi-lingual support is crucial as gem manages inquiries from more than 22 countries.

Agents use the KANA Response dictionaries to quality check the language of each e-mail before it is sent out.

Since go-live, gem has increased its use of KANA Response automation capabilities by 40%. The response automation has simultaneously reduced costs and allowed gem to use its agents for tier-3 e-mails, eliminating escalation to the client's in-house teams. The universal customer history has proven very useful at improving the speed and quality of replies as agents have immediate visibility into the customer and the issue across all queues.

Simple System Management Reduces TCO

Because gem must tailor its operations to meet the best practices of each client, KANA Response rules get a real workout. "Some of our customers have very complex issues that require us to create sophisticated workflows to meet service levels, ensure response times and track issues. We find KANA Response rules and workflow are great at handling the diverse needs of our customers because we can easily flex and twist them to suit each company," noted McGoldrick.

This system management flexibility has added up to real cost savings over the years as McGoldrick and his team can make sophisticated changes themselves, eliminating the need for on-going professional services assistance. KANA Response includes a broad range of tools that simplify maintenance including SLA management, a central dashboard for managing multiple client company configurations, easily configured rules for auto-suggestions, responses, acknowledgements and categorization, configurable user roles, password settings and remote administration.

“The cost of local support and administration with KANA is relatively low,” McGoldrick continued. “There are not a lot of support costs and we do not have to spend a lot of time on maintenance as the simplicity of the system makes it easy to solve problems. We find that the self-management capabilities of the system, especially around database management, are efficient and effective.”

The extensive reporting available with KANA Response enables gem to provide detailed statistics and management information to its customers for constant reappraisal and performance fine-tuning. KANA Response includes more than 100 operational reports, as well as real-time statistics that immediately identify queues that have exceeded service levels. For one client, gem used the reporting and tracking to segregate volume by complexity, based on where a query originated on the company’s Web site. Using this data, gem trained specific agents to develop expertise in a particular area of the client’s business, improving the quality and value of the client’s customer service.

The Right Choice for High Volume E-Mail

When it came to choosing KANA Response to meet its demands for highly reliable e-mail management and streamlined inquiry response, gem has no question it made the right choice. KANA Response has proven the ideal platform for gem, easily scaling to manage their growing customer base and peaks in volume, while enabling agents to deliver quick, consistent and accurate answers to amazingly varied inquiries. As McGoldrick concluded, “We have no doubt that KANA Response will stand the test of time. It’s a rock-solid system.”

To learn more about how the KANA suite of intelligent multi-channel solutions can help you create customers for life, call **1-800-737-8738**.