

CASE STUDY • ASPENTECH: CUSTOMER SUPPORT



SUMMARY	Improved performance statistics and customer service center operations
GOAL	To provide input to improve performance statistics and customer service center operations
MY ROLE	Internal Process Consultant
DELIVERABLES	Process Flow Diagrams • Training Manuals • Operations Manual • Survey Reports



CHALLENGES	<ul style="list-style-type: none">• 9 new staff members were hired within a 9 month timeframe• Lack of direct customer feedback to understand performance• Performance not tracked regularly• New Engineer training not standardized
SOLUTION	<ul style="list-style-type: none">• Developed an operations guide/manual that outlined processes (developed in collaboration with management and staff) at the call center and suggested work habits to enable higher performance metrics• Managed focus group surveys to get feedback on call center performance and make recommendations based on analysis from that feedback• Supported Web initiatives to reduce call volumes and increase support performance• Developed a New Engineer Training Manual that was distributed, along with the Operations Guide, to all new engineers
RESULT	<ul style="list-style-type: none">• Organization won the SSPA STAR Award for Complex Support in 1997• Call center response rate increased from 60% to 90% after implementing operations processes and suggested work habits• Eliminated the need for a receptionist to route calls due to the 90% call pick-up rate• Customer satisfaction rose; on a scale of 1-10, 85% of the responses fell between 7-10 as highly satisfied customers

