

Insite leveraged workforce management and forecasting methodologies to help the world's largest domain registrar and web hosting company optimize efficiencies, significantly expanding capacity without increasing staffing.



202FTE

Saved with
Optimized Forecasting

7%

Reduction in
Repeat Call Rate



Challenges

Renowned for operating as the world's largest cloud platform dedicated to small ventures, this client relies on 6.6k employees to service over 21M customers with 84M+ domain names across 8 lines of business. Within the last year, our client's call volume and length saw a significant increase, resulting in record high Average Speed of Answer (ASA) and Abandon Rates. They were looking to rapidly improve these aspects of customer experience while utilizing only their existing staff capacity.



Solutions

Our objective in this engagement was to find the capacity within their existing workforce and cultivate improvements to reduce ASA and Abandoned Calls. To meet our client's goal, we went onsite to baseline their current WFM and the operational processes responsible for ASA success. We obtained a comprehensive understanding of operations from the subject matter experts, observed all processes in action, and performed an extensive analysis of data collected from all current systems.

We leveraged our WFM Capability Model to gauge maturity of the client's practices against the behaviors of high-performing organizations within their field and developed an action plan. Our experts provided critical tools such as our Opportunity Index to document prioritization and next steps for each action item, and a customized Excel scenario calculator to track each initiative's real-time impact on ASA.

Our team utilized these findings to create a **MegaMap** for the client to identify critical opportunities for implementation to produce rapidly over the next 6 months. This proprietary service is a **clear blueprint of the path forward, providing visual communication of all improvement recommendations, supporting data, and benchmarking of metrics critical to the client's mission**, such as AHT, shrinkage, schedule adherence, attrition, and FCR.



Results

Our comprehensive evaluation identified 3 highly critical WFM and Operational Performance Success opportunities for immediate attention and then supported the client through implementation.

Our team's analysis uncovered a significant variance increase between the client's long-term budget forecast and the AHT and call volume rates resulting from high customer demand. Because these findings drove FTE requirements far past forecasted staffing, we recommended quarterly revision of the long-term forecast for earlier deficiency detection and correction and to drive capacity planning accuracy. We advised the client to conduct budget evaluations alongside long-term forecasting reviews to ensure capacity and recruitment plans stayed current with trends, including:

- **Scheduling:** We improved the efficiency of their intra-day staffing management and eliminated block scheduling practices, realizing a savings of 86 FTE.
- **Staffing:** Revision to the client's staffing requirements with an emphasis on labor statistics from understaffed days saved an additional 60 FTE.
- **Capacity:** We created additional capacity to free up 56 FTE, reducing repeat callers by 7%.

If you would like to learn more, contact us at connect@callinsite.com

