

An urgent need to optimize the distribution of agents in call center.

A glaring example of Byte Computer’s solution is the current case study. Our customer is a leading omnichannel retailer of technology products and services.

Focusing on their call center, the company faced a major challenge; Call agents were not perfectly distributed, causing a loss of customers and profit.

The call center consisted of 45 people with two main departments; Telesales and Customer Care. The center was open 71 hours per week and seasonality had a strong effect on the inbound. . Unlike in the branches, here every single call must be answered.

Our solution came to predict the frequency of calls based the company’s existing data and let the department be properly prepared for the upcoming workload.



At-a-glance:

Customer: Kotsovolos (Dixons)

Website: <https://www.kotsovolos.gr/>

Customer Size: 1.000 – 5.000 employees

Country: Greece

Industry: Consumer Electronics

Products and Services: Technology products and services

Byte Computer, Kotsovolos, & Call Center Services optimisation

Customer challenges

The company was having difficulty allocating agents at the right hours and days. Some days there were not enough employees in their posts, leaving calls unanswered. Other days, more people worked than needed, as calls were fewer (i.e. weekends). The magnitude of the problem increased especially during special events, such as Black Friday, Easter and Christmas holidays, when the needs of the call center were even higher.

The problem led to the low efficiency of the department, the insufficient customer service and thus the reduction of the company's profits.

Customer Benefits

By applying Byte's solution, the customer was able to identify the pattern with which his call center receives its calls. Thus, following the proposals of the model it can allocate its resources (in this case the telephone agents) optimally and achieve the lowest possible cost for the department and the highest possible profit for the company. Finally, there was a significant improvement in customer service.



Based on the average patterns observed during the past 2 years, a reduction of the Abandon Rate was achieved, focusing on the most profitable periods.



The solution was assigned to the company and within a month we had the personalized solution ready. The result was presented to the customer in detail, giving guidelines for his business decisions.




Implementing the solution offered by Byte in collaboration with Forecasting & Strategy Unit, the company we are studying managed to increase the efficiency of the department and the response rate to the phone calls it received.

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 <https://byte.gr>