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Sunshine Coast CREDIT UNION

Case Study

ComputerTalk | Sunshine Coast Credit Union (SCCU)

SCCU Reinvents Member Experiences with ComputerTalk's ice Contact Center

Faster response times

Maintain uninterrupted business operations

Accurate monitoring & reporting

Sunshine Coast Credit Union

Established over 80 years ago, Sunshine Coast Credit Union (SCCU) is a full-service financial institution delivering both personal and commercial banking services to more than 17,000 members.

Challenges faced by SCCU

1 Inefficient call handling
The absence of a structured queue system left SCCU dealing with an inefficient call-handling approach. This caused prolonged customer wait times, frequent call transfers to multiple agents, and an undue burden on the agents' workload.

2 Constrained remote work capacity
SCCU's agents were restricted to on-site operations, lacking the flexibility to work remotely. Instances of agents' absences due to illness or extreme weather conditions translated to a diminished workforce available to address incoming calls. This constraint directly impacted the contact center's efficiency and agent productivity.

3 Challenges with manual entry of data
Formerly reliant on Microsoft Excel reporting, SCCU struggled to gain meaningful insights beyond call volume metrics. The manual input of data proved labour-intensive and was prone to human error, making it challenging when discerning key performance indicators (KPIs). Analyzing inaccurate data due to tracking errors affects the report's accuracy.

Benefits of implementing ComputerTalk's ice Contact Center

Faster response times

Agents are assigned to a queue based on characteristics such as knowledge and skill. This significantly reduced the number of members being transferred, ensuring that each interaction is routed to the most suitable agent. This reduces the duration of calls and increases member satisfaction.

In addition to skills-based routing, supervisors can transfer agents to overloaded queues to temporarily help handle the influx of demand during periods of high call volumes. By setting up alerts, supervisors can manage the activity of their contact center and ensure prompt assistance to callers.

Maintain uninterrupted business operations

Agents at SCCU now have the flexibility to work from anywhere. As a cloud-based solution, ice enables employees to work remotely. This was especially beneficial during the pandemic. This newfound flexibility not only bolstered productivity and efficiency but also allowed SCCU to navigate other challenges such as absences due to illnesses or adverse weather conditions. In the current landscape, SCCU has transitioned to a hybrid work model, with 90% of work completed remotely. This transformative shift has increased staff retention and elevated performance benchmarks.

90%

Today, SCCU operates using a hybrid work model, with 90% of the work completed remotely.

Accurate monitoring & reporting

iceReporting has helped gather vast amounts of data related to the day-to-day operations of the contact center. Equipped with this reliable tool, SCCU gained the ability to meticulously monitor incoming call volumes and agent interaction durations. The versatility of iceReporting allows SCCU to tailor the scope of their reports to highlight data pertinent to their objectives. Supervisors have a full view of the day-to-day operations of the contact center. This includes the ability to monitor agent productivity levels, such as grade of service (GOS) which is a measure of customer service excellence.

Choosing ComputerTalk's ice Contact Center

SCCU's selection of ice Contact Center was a well-thought-out decision, driven by its alignment with their specific needs and the reputation of exceptional service from ComputerTalk.

One thing that stood out to SCCU is that ComputerTalk has been working with different credit unions for 10 years. Other credit unions' positive experiences using ice Contact Center solidified SCCU's decision. When Sunshine Coast Credit Union was asked why they chose ComputerTalk and continue to work with us, it came down to one word, "service." Christine Morrow, Manager of the Contact Center at Sunshine Coast Credit Union, said, "The customer service and technical assistance at ComputerTalk have been exceptional." She went as far as to point out that when speaking with our customer service representatives, she found them to be efficient, prompt, helpful, and knowledgeable.

> "The customer service and technical assistance at ComputerTalk have been exceptional."
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> — Christine Morrow, Contact Center Manager at SCCU

As SCCU continues to leverage the benefits of ice Contact Center, they anticipate further improvements in customer experiences, operational efficiency, and agent productivity. Their success story stands as a testament to the transformative power of ComputerTalk's innovative solution, offering a model for other financial institutions seeking to elevate their member experiences and streamline their contact center operations. Request a demo today to discover how ComputerTalk can enhance and optimize your contact center!

Request a Demo Today
computer-talk.com/request-demo

About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.

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