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## PROFESSIONAL TELEPHONY AUDIO

Kingston Borough Council receive a very high number of calls every month from residents who are enquiring about housing, environmental and other council services. I spoke with the council and identified the need to overhaul their customer contact points. Inconsistent and confusing audio messaging had led to negative feedback from a great number of customers.

The council were receiving an average of 36,791 calls per month across 7 access points. A three layer IVR with inconsistent in-house voices had led to confusion and vocal customer dissatisfaction. Working closely with Kingston Council to develop a creative brief, we helped improve customer experience, reduce transaction times, enhance contact centre staff productivity and above all, reduce unnecessary calls.

## THE RESULTS

- Reduced inbound calls by 17% instantly
- Improved customer satisfaction CSAT scores
- Instant overnight impact
- Reduced transaction times



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