

CHANNEL SHIFTING AND POSITIVE REDIRECTION

The RSPCA recently revealed that the number of reported cases of animal cruelty appeared to be on the rise. So much so in fact, that their contact centre is now taking in excess of 1.15 million animal abuse related calls each year. On the back of this report, BBC's The One Show, sent reporter Dominic Littlewood to the RSPCA contact centre in Rotherham to learn more. Overseeing the Rotherham based contact centre is Process and Performance Coordinator, Mark Bowmer. He stressed to the BBC that on average their contact centre agents could be taking a call 'every 27 seconds'. On busy days over the summer months this can rise to as many as between '3,500 and 4,000 calls each day.'

This highly pressured environment was reaching breaking point, so an important part of our work with the RSPCA has been to help callers channel-shift and positively redirect. It's absolutely critical that call wait times are kept to a minimum and time sensitive calls are dealt with quickly by the contact centre and positive redirection helps to achieve this.

THE RESULTS

- 30% reduction in inbound calls
- Telephony audio branding consistency
- Simplified IVR solution

