

Empowering Agents

Working with reseller HighSpan, legal firm Slater & Gordon has empowered their call centre agents to self-monitor their own calls and improve overall customer satisfaction with a call recording solution from OAISYS.

Slater & Gordon Lawyers is a law firm with 10 offices nationwide, over 400 employees, and 90 years of experience specialising in exceptional, affordable legal services for individuals, membership organisations and affinity groups. Slater & Gordon Lawyers' commitment to acting with integrity, honesty and uncompromising professionalism enables the law firm to efficiently and effectively work with their clients as a team to deliver the desired exceptional results.

The challenge

Slater & Gordon Lawyers' Manchester-based contact centre needed a way to proactively utilise information gathered from its phone-based interactions. They pride themselves on results and performance measurement, and required a quality monitoring system that would provide easy access to calls for agent training and development purposes.

The call recording solution Slater & Gordon Lawyers previously had in place was a single-user interface system with shared access between users. Team leaders didn't have independent access to the system and it didn't offer identifying fields, which made call recording retrieval and playback difficult. Coaching using historic calls was nigh impossible due to the functionality limitations of the system. In addition, archival of calls to disc was a very labourious task.

Slater & Gordon Lawyers desired a call recording and quality assurance system that would better complement the firm's procedures, communication and response practices to enable more effective management of client relationships and improved team collaboration.

The solution

Slater & Gordon Lawyers turned to communications firm HighSpan Networks for suggestions for call recording system options. HighSpan Networks provided several options, and Andrea Murphy, Slater & Gordon Lawyers' Contact Centre Manager, researched and evaluated the top contenders, determining OAISYS was the most elegant of all the recorders she looked at.

"OAISYS has empowered the contact centre agents, providing autonomy to the workforce by allowing them to search for their own calls, add notes during and after a call, and share good experiences. Previously there was a

feeling of 'Big Brother' listening in to calls, now agents have the ability to share calls to learn from each other, which promotes self-development and confidence. New employees are also benefiting from the OAISYS system as a training tool; they can listen to historic calls to help build their confidence before handling their first calls."

Using the playback feature has improved agent accountability. According to Jessica Milne, a Slater & Gordon Lawyers contact centre agent, "If you miss something from a call, you can easily go back and listen to it. As an agent, I've been empowered to access my own call recordings. This is something I didn't have before, and it has greatly enhanced my role."

Team leaders enjoy the ease of use and access the agent evaluation feature provides to evaluate their teams' performance, as well as the benefits realised in supporting coaching and on-going development for the agents. Another area of utilisation is training through monitoring and providing feedback, allowing a cooperative approach between advisors and team leaders to identify areas of development and highlight the good aspects of calls handled. The agent evaluation feedback is now an integral part of coaching and monthly review sessions.

The bottom line

Slater & Gordon Lawyers have realised improvements in quality control, productivity, customer service, employee satisfaction and marketing value with the implementation of the OAISYS Tracer solution.

According to Murphy, "Having the whole system in place is like pulling a curtain back on the contact centre. OAISYS has achieved all and more than expected, and our entire team has embraced the system."



Key Benefit #1: Enhanced Customer Service

Slater & Gordon Lawyers can now locate a historic call very quickly. For instance, an agent can instantly go back and listen to a call to verify if the client has given an incorrect telephone number. This is very important if a lawyer cannot contact a client and needs to check the number given. Swift contact is key for the firm to secure clients.

Key Benefit #2: Expanded Services and Improved Productivity

Slater & Gordon Lawyers started a new program offering legal work experience to local undergraduate law students. The firm realised this goal by making calls available to the students as 'guest users.' Historically, legal advisors research the latest legislation/law changes to ensure the information and support is always up to date. Using the OAISYS solution, undergraduates manage the research and pass it back to the legal advisor, enabling the advisor to respond to new calls. This process has improved team efficiency, allowing the legal advisors to manage more calls and the students to acquire research work experience. The highly-regarded scheme has been recognised in the wider organisation and by external institutions, which has raised the profile of the firm. Murphy felt strongly that this would not have been possible without OAISYS.

Key Benefit #3: Enriched Marketing Value

Slater & Gordon Lawyers have realised the value-added benefit of the OAISYS Tracer reporting functionality. According to Murphy, "We run many marketing campaigns, and by using Tracer we can report on any of the campaign numbers and have outcomes for every call. The agents select an outcome during the call, which can then be reported on instantly. The reporting feature is an excellent marketing support tool, it gives instant visibility to how successful campaigns are progressing."