

## CASE STUDY

# Revolutionising Call Handling Capabilities in Real-Time with **C-Centric**

c-centric

## BACKGROUND

Every day, call centres in the UK and around the world receive millions of phone calls, with some larger businesses receiving thousands of calls every hour. Incorrectly routed, or misdirected phone calls waste the time and resources of skilled call centre operatives and frustrate callers. As many as 20-30% of calls are incorrectly dialled or misdirected, and these quickly become very large costs when introducing the typical volumes associated with utility, financial or insurance institutions.

With estimated losses upwards of £1.5 billion per annum in agent costs due to handling misdirected calls, "Efficiencies make a huge difference on the bottom line," David McKee, Head of Technical Consulting at C-Centric, says. "The figure sounds high, but if you consider each agent hour costs £20 (blended) – and the agents are effective for 40 minutes per hour – and look at the number of agent positions in the UK (750,000), the figure is realistic," David explains.

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DAVID MCKEE  
Head of Technical Consulting  
C-Centric

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## OBJECTIVE

The ability for call centres to instantly recognise an incoming call as a customer creates an immediate advantage. Calls can be instantly identified and properly routed to their requisite departments, saving time, freeing up resources and resulting in happier callers. Considering most customer and household records contain multiple phone numbers, clearly and quickly identifying customers - whether calling from work, home or mobile phone - becomes challenging.

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## SOLUTION

C-Centric's forward thinking technical team recognised the immediate benefit of such a system, and developed the InSession™ product. The goal of intelligent routing is to more closely match callers to the correct agent or queue and to allow the contact centre to tune call priority. Knowing something about the caller is a critical first step to successfully leveraging the power of the contact centre.

To help make this vision a reality, C-Centric turned to 360Science who advised the use of matchit Hub to fuse data from C-Centric's own data assets to client databases and other third party data sources. The process required sophisticated fuzzy matching of names and addresses as well as hard-key matching on telephone, email and account numbers to provide the widest possible pool of recognized numbers across the InSession™ product.

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## RESULTS

In operation, the system looks up the number of the caller in the aggregated database that Hub has enabled C-Centric to build, determines in real-time whether or not the caller is a customer, and therefore whether to direct them to the sales queue or the customer service queue. The caller is saved time facing routing options and connected with the correct department seamlessly.

Agents can also use tools that call the InSession™ matching API, supported by matchit Hub, to lookup callers by name and address in real-time during a call. In addition, the matchit Hub Service provides on-line duplicate prevention to allow new records to be added to the pool of available numbers without C-Centric needing to learn anything about matching.



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## FUTURE

Creative problem solving and technical understanding come with years of experience, and David and his team tried, tested and worked with a host of vendors solutions in the run up to this impressive project. When asked what set matchit apart and helped them to chose it over other solutions, David responded "the fact that it's real-time and [matchit] Hub works in-memory. It's a contact matching solution that works out-the-box without our needing to learn anything about matching."

"Hub is not reliant on any database," he adds, "– although, of course, you can load data from and output results to a database – no database is required for the matching to work", asserts David, "and you can spin up say 10 instances of the Hub service for load balancing."