

Petsure Achieves Business Case in less than 4 Months

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30 Second
AHT
Reduction[†]

🔒
4,868
accesses
in 2 weeks
(high engagement)

[†] excludes new agents

The Challenge

The previous knowledge base used by PetSure was very basic, “It was just lists of information with no proper structure. There was no version control so agents could be referencing old work instructions, thus generating dissatisfaction from customers. You could search but it wasn’t really that user-friendly” said Heather Svendsen – Head of Customer Experience & Digital at PetSure.

PetSure conducted a survey to determine how their agents felt about their previous knowledge base and to determine what they needed, the results indicated that agents:

- Believed the content was outdated
- Didn’t trust the knowledge and
- Thought that it was too hard to find the right information

The unreliable nature of the knowledge base led to agents relying on their colleagues to get the right answers. “We had about three Subject Matter Experts (SMEs) on the floor that had lines of people waiting to ask them questions because they couldn’t find the right answers”.

With how hard it was for agents to find the right answer and no reporting options to see what knowledge was being accessed, a new Knowledge Management System was needed.

The Objective

PetSure came to livepro with a business case looking to achieve a reduction in AHT first and foremost, but also to achieve a more streamlined and reliable way of managing and accessing knowledge overall. Their objectives were to:

- Reduce AHT
- Make knowledge easy to find
- Ensure that information given to customers is consistent
- Have a system that allows users to give feedback when knowledge needs to be updated
- Have a system that staff can solely rely on without the need to ask a friend/SME
- Increase engagement and trust with the system information

“

Our business case was to reduce AHT by 30 seconds[†] and we achieved that in just under four months after implementing livepro.”

Heather Svendsen

Head of Customer Experience & Digital at PetSure Australia



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About livepro

Since 2001, livepro has enabled over 5,000 users, including contact centres, customer operations and process-driven organisations, to enhance customer service, slash operating costs, foster employee engagement and improve compliance.

The Outcome

Three weeks after the implementation of livepro, PetSure conducted another survey to see how staff felt about their new Knowledge Management system. Results showed a huge shift in perceptions amongst agents, with staff now saying that they trusted the knowledge, found it simple to search for the correct information and felt more confident about finding the answer themselves without having to rely on colleagues.

Staff couldn't believe how easy it was to author and find content in livepro, "I was pleasantly surprised when I saw livepro's product because it was so easy to use and flexible to change" – Heather Svendsen.

With the introduction of livepro, PetSure have achieved the following outcomes:

- 30 second reduction in AHT for existing agents
- Business case was achieved in less than 4 months †
- 4,868 knowledge article accesses just in the first two weeks
- Engagement has remained high with 145 users still logging on every day
- Agents feel confident to answer customer questions correctly without having to ask SMEs
- Reviewing feedback in livepro has kept knowledge up to date, with over 680 pieces of feedback being actioned in the first 8 months
- Authors now have a simple system to review and report on knowledge and agents are actively involved in the process

“
Working with livepro has been fantastic, they're not just a vendor they are a partner. livepro have listened to us, understood our needs and ideas and have actually implemented them, which has been great and a win for both organisations.”
Heather Svendsen
 Head of Customer Experience & Digital at PetSure Australia

