

# Townsville Council reduces AHT by 8 seconds & increases customer satisfaction



**8sec**  
Reduction  
in AHT



**12sec**  
Reduction  
on hold

## The Challenge

During Cyclone Yasi, Townsville City Council (TCC) Customer Service Centre (CSC) had to rely on an outside call centre in Ipswich to handle customer service needs. This experience revealed the need for better control and access to customer service knowledge and improved disaster response.

They wanted to implement a knowledge management system so that representatives could provide reliable, consistent information to customers and improve service delivery. They wanted a centralised information source that was both user-friendly and accurate.

## The Objective

TCC also wanted accomplish the following with their new solution:

- Increase first-call resolution.
- Lower CSC operating costs.
- Reduce average handling time.
- Eliminate re-work caused by errors.
- Lower staff turnover rates.
- Provide a platform for performance improvement.
- Reduce risk and increase compliance.
- Manage auditing and monitor key performance indicators.
- Enable real-time handling of issues with business impact.

TCC chose livepro because of its proven ability to equip high-volume, process-driven organisations. livepro also helped to centralise processes and information for staff while enabling easy maintenance with limited IT involvement.



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*The time it takes to get our new staff 'job ready' has been dramatically reduced.*

**Megan Leavy**

Executive Manager, Customer Services Townsville City Council.

## The Outcome

Thanks to livepro, Townsville City Council have reported multiple improvements, including:

- Reduced training time thanks to the ability to define knowledge gaps, to deliver targeted training and to deploy livepro right out of the box.
- Lowered average call handling time by eight seconds.
- Decreased on-hold time by 12 seconds.
- Fewer CSC errors, which have enabled better service delivery while improving relationships with other business units.
- Improved disaster response capability thanks to livepro's cloud-based setup that enables anywhere access to critical information.
- Higher satisfaction levels reported by customers.
- Enthusiastic user adoption by employees.



### 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.



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