

Customer Engagement Australia Pty Ltd

**AUSTRALIAN TELEPHONE & EMAIL
HELP & SERVICE DESK**

INCLUDING ECOMMERCE SALES & SHIPPING SUPPORT



Team Australian AIR
Australian Intuitive Response

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TEAM AUSTRALIAN 'AIR' SERVICE OVERVIEW

Team Australian AIR is a division of Customer Engagement Australia Pty Ltd (CEA), a Sydney based outsource contact centre service provider. CEA provides high level Australian Help Desk, Service Desk, Sales & Telemarketing staff in an outsource model. With contact centre infrastructure via telephone, web chat email and database CRM (Customer Relationship Management and CEM (Customer Engagement Management) services.

CEA/Team Australian Help Desk staff work in tandem with existing client in-house teams or a full outsource service. Our AIR team are an advanced customer service unit trained to the highest client knowledge level required, providing Australian intuitive response in one on one client relationships.

A range of Australian contact channels are serviced from Sydney during business hours and extended service hours. These include:- Inbound services via 1300/1800/13 telephone numbers, Mobile, SMS, web chat and email communications. Outbound research & lead generation is also provided with the Australian telemarketing team producing excellent results.

A UNIQUE SELLING PROPOSITION: AUSTRALIAN SUPPORT FOR YOUR BRAND, THROUGH THE CUSTOMER JOURNEY

CEA prides itself on the ability of the Team Australian staff to provide consistent levels of customer service support, at critical points in the customer journey. CEA employs qualified Australian service staff to identify & solve problems, or win over an enquiry to a sale. This outsource service is provided on a cost per transaction basis, halving the equivalent wage costs of full or part time employees. In addition to the cost benefit, Australian customers love to deal with an Australian who understands & responds intuitively. It is a simple but powerful brand proposition; – knowledgeable Australian staff, serving Australian consumers, provided when most needed, at an affordable cost. Live service on a transactional site maximizes online sales conversions, leading to powerful positive consumer advocacy for the brand on line.

Team Australian staff have expertise in many market sectors, including: Retail ecommerce & online support, IT (level 1) , Automotive , Education, Home Building, Medical & Pharmaceutical, FMCG, Legal & Financial services, Travel, Government, Wine industry.

With Team Australian 'AIR' specialist Help, Service & Sales Desk, support is available when a customer requests a chat, makes a call or requests an email. It is responded to with little or no wait time (calls & chat less than 20 seconds, emails less than 2 minutes). Appropriate hours of Australian service include 60 hours per week for voice services, including weekends.

Our Sydney telemarketing outbound team can also acquire new customers, retain customers with reminders of renewals, new product & new service announcements.

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TEAM AUSTRALIAN – CLIENTS & SERVICES

Customer Engagement Australia (CEA) was originally established as the Minino Contact Centre early in 2013, taking over services and selected staff from the Team Australian customer service team. The business was renamed Customer Engagement Australia (CEA) in January 2015 to better reflect the customer support services provided. Based in Sydney, the company has a closely controlled number of clients, to ensure the highest levels of service. Agent workstations are fully computerized, use integrated telephone, email and CRM database systems, support BDSL broadband, & digital communications and connect directly to clients through virtual private networks, or web. The company runs with a remote agent working model.

CEA (and prior Team Australian) clients have & include:- AIH&W, ANSTO, the Children's Hospital, Dick Smith Foods, Greenslips, NEC Australia, Pfizer Australia, United Kingdom Border Agency (UKBA), Embassy of Italy, GI Dynamics, Specsavers, Water Corporation of WA, the United States Consulate, Transfield Holdings and a number of Australian Federal Government departments.

For the British High Commission and the US & Italian Consulates in Australia the Consulate Help Desk team provided specialist visa and travel information to Australians and New Zealanders requiring visas to visit Britain, Europe and the USA. From 2006 to 2012 the consular teams assisted over 600,000 applicants to correctly apply for UK, European and United States visas.

A dedicated team were trained and acted as the company Level 1 Help Desk for all 1500 NEC Australian staff during 2013. NEC as a leading multinational IT services and communication hardware provider works with government & multinationals (State of Victoria, Toyota, Schweppes).



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TECHNOLOGY & COMMUNICATIONS CAPACITIES

Customer Engagement Australia is a contact centre, located in West Ryde in Sydney's geographic centre. It provides specialist Inbound and Outbound services to a closely controlled number of clients, plus ongoing short-term telemarketing and market research project based work.

The company practices continuous improvement, has dual high grade Internet connectivity (with BDSL) and ADSL. The 'ACC' contact centre system treats emails, sms and web chat in the same way as calls to the agent workstations. The site provides capacity for specialized services, with support currently for 10 Australian Help & Service Desk agents, with up to 20 telemarketing service agents. The handling capacity is apportioned to the customer calls, web chats and emails received and is based upon a maximum productivity at 12 - 15 calls/email/ web chats per representative, per hour. This produces KPI's and service levels of 90% of calls and web chat requests answered within 20 seconds, email response and Help Desk ticket call backs within 5 minutes.

STAFFING FOR AUSTRALIAN SERVICES

Customer Engagement Australia will arrange client training and assign staff levels based upon web chat, call and email response levels generated by clients on and off-line activities. Erlang c formulae will dictate the staffing levels for response within the required KPI's and service levels (e.g. chat & calls answered within 20 seconds. emails within 5 minutes). Service hours will also dictate team sizes.

All CEA staff are Australian residents/citizens, trained in customer engagement (not backpackers or those on visiting student visas) and are focused on positive engagement outcomes and client commitments. CEA Australia is in a position to provide trained and verified staff from within existing resources.

Agents are managed to have a talk or chat time of no more than 80% of each hour. At 4 minutes average chat & call handling, each representative is able to handle up to 12 – 15 chats & calls per hour - around 100 per agent per day. Emails are handled only by designated and appropriately trained team members. In all circumstances these are to approved client response guidelines.

All services are managed by scripting built into CEA Australia Filemaker Pro databases housed at the West Ryde, Sydney site. Databases are individually programmed to each clients specifications. They include time & date stamps, generation of unique PIN's, contain Q&A's and all actions able to be offered, including the ability to take credit card payments. Agents are able to send real time emails and SMS to customers to confirm the contact and to client key personal for escalations. Once agents are trained to client requirements, the database is designed to ensure they carry out a consistent process and that all mandatory fields are captured for each call, web chat or email exchange.

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STAFFING

The average experience of service within the Team Australian AIR group (and prior at TACS) is 8 years. All current staff have been with the company since inception. The clients, the services and the attractive Australian work conditions contribute to a happy team. The supervisor to customer service representative ratio is one to four.

Team Australian staff work across more than one client, but no more than 3 or 4 at any time. They are grouped by skills to be dealing with one major client with the ability to back up other agents where spikes occur. This provides some diversity for them and allows the company to maintain high levels of speed to answer across all clients.

Team Australian staff work from laptops with a 'softphone' interface and headsets. They log into the CEA servers via VPN, from their home offices. Activity and quality control is monitored across the network by CEA managers, supervisors and IT support based in our West Ryde Sydney offices (1049 Victoria Road, NSW 2114) for consistent quality control.

Team Members & Structure - Telephone/web chat team at July 2016

Chris Payne – CEO & Account Director (Sydney, NSW)
Dee Goodall – Telephone Team Manager (Melbourne, VIC)
Rachel Fotu – Senior Representative (Sydney, NSW)
Lyn Izzet – Senior Representative (London, UK)
Hayley Atkins – Representative (Ballina, NSW)
Alaina Budd – Representative (Sydney NSW)
Kath McSwan – Representative (Sydney, NSW)
Sally Evans – Representative (Sydney, NSW)
Antonia Wright – Reception & Mail fulfillment (West Ryde, NSW)

Operational Support

Jarrold Kennedy – IT Manager (West Ryde, NSW)
Stuart Hanson – Telephone technical services (St Andrews, NSW)
Natalie Jolley – HR & Financial Manager (West Ryde, NSW)

Back up/On call telephone staff

Simon Underwood – Frenchs Forest, NSW
Rose Currie – Dee Why, NSW
Beth Tredray, Brookvale NSW
Ida Greenway, Dee Why, NSW

Quality Control

All Team Australia customer staff are Australian customer service certificate qualified and trained in the business practices and the culture of the clients they represent. All staff are mentored and trained on an ongoing basis. Inbound calls can be recorded for coaching and training purposes. The review of staff skills and knowledge and the planning for internal and external training needs form part of the regular internal performance reviews.

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'AIR' SERVICE LEVELS (SLA'S)

For all CEA services, full details including the comment and actions of all calls/emails, are captured and sent to clients in real time emails or batched and sent daily. Team Australian staff can also enter transactions and data directly into client transactional web sites or internal CRM systems and sales directly. Secure access to the CEA Filemaker Pro CRM database in Sydney is also available, where privacy regulations allow.

KEY PERFORMANCE INDICATORS (KPI's) & SERVICE LEVELS

CALL CENTRE & CUSTOMER MANAGEMENT	REQUIRED OUTCOMES
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1.	Call Centre	
1.1	Calls Unresolved	Less than 5% of customers reason for contact unresolved by the Help Desk and requiring escalation to the client.
1.2	Contact centre service interruption (Downtime)	99% operational availability during the hours of operation, including a full disaster recovery plan
<u>1.3</u>	Service Hours	Telephone (voice); 60 Hours of service. For example 9am – 9 pm Monday – Friday. AEST Associated Web chat services run 24/7 services.
1.4	Percentage first call & email resolution	95% of calls/emails handled without escalation
1.5	Average talk or email read response time per contact	2 - 10 minutes (may vary depending on changing client requirements and processing times).
1.6	Grade of Service	Time in queue before call or an email request is answered; 90% of calls/ within 20 seconds. emails within 10 minutes. Wait time in a queue can be set from 0 seconds to 1 minute.
1.7	Call/email Answering & Representative Availability	The number of trained agents available to take calls will be based on the Erlang C formulae. Ascertained by the number of calls/emails to be received per hour, by the call duration, with 80% of calls answered within 20 seconds, less than 5% abandoned.
1.8	Call back Services	CEA will provide automated facilities to capture the phone numbers of callers where privacy provisions allow. These numbers can be used to call back customers who move to voice mail or leave messages.

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'AIR' REPORTING

Daily & Weekly reports are provided as set out below:

Total Calls/emails/sms/web chat received	The total number of calls, emails, sms, web chat requests received and answered. Reports itemized by service group, and by area
Switched Calls from CEA Consultants	The number of calls switched from the CEA service groups to available staff in the client offices (if any)
Consultant Answered Calls/emails	The number of calls received, answered and the time taken in minutes & seconds by CEA agents during the service hours
Hang Ups & drop outs	The number of hang up or drop out calls after the call has been received at the CEA contact centre answer point.
Calls/emails Answered without Queuing	The number of calls/emails received and answered by CEA Consultants without being queued.
Average Live Talk/email/chat Time	The average time a CEA consultant spends on the call, chat or email with each caller.
Total Call/chat Duration	The average call duration for all service groups, including live talk & email read/respond time and transfer time.
Service Levels	A summary of CEA Service Level compliance .
CALL RECORDINGS	All calls can be recorded, where privacy is given.Wav files will be provided to clients on request or in a shared file, for checking and training review
Database Records (From Filemaker Pro)	Records of all call actions and customer feedback to the service, are provided daily by email to all CEA clients.

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'AIR' FEES & PACKAGES

CEA /TEAM AUSTRALIAN

'AIR' Help, Service and Sales Desk

1800/1300/13 lines are answered by Australian AIR staff, with calls and messages received outside of live service hours called back next business day. Associated Web chat services can be linked to client sites 24/7.

Help & Service Desk voice responses are delivered from Team Australian staff within 60 live service hours per week. Flexible open & close hours can be configured to suit the client preference (5 days, 6 days or 7 days).

Administration, IT and Account service staff are based in our Sydney (West Ryde) offices and available for client training and meetings, as required.

1. Prepaid Package - \$1725.00 per month/\$398.00 per week

Package includes 1000 call minutes or email handling minutes per month.

(Average customer engagement cost = \$1.72 cents per minute)

Overcalls (calls/chats/emails over 1000 per month) - \$0.90 cents per 30 seconds

2. Fixed Cost per Call & personal emails - \$4.95 per 4 minutes, \$5.95 per 5 minutes

Infrastructure charges: \$5.00 per hour, per agent workstation.

3. Dedicated agent per Hour - \$39.50 per hour, charged in 4 hour shift increments

A quotation at different call/email levels can be provided. Please note that \$398.00 per week is the minimum charge for Help & Service Desk services. Once off set up fees with a one month minimum as a trial. Thereafter three month & annual contract periods apply.

Set Up and Training Fees: One off \$500 for CRM database, scripting, FAQ's, connection to client URL or server. Training at \$45.00 per agent per hour.

Telemarketing Outbound Calls: Base rate \$1.80 per minute. Volume discounts to call volumes over 500 per week. Set up - \$500.00, once off. **Telco charges:** Charged as incurred.

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CONTRACTING THE TEAM AUSTRALIAN AIR HELP & SERVICE DESK - AS AN OUTSOURCE PARTNER

Customer Engagement Australia customer service executives will work with prospective clients to establish connections into the Sydney Contact Centre. Channels for calls, emails, web chat, messaging, SMS and web connections can be provided by the CEA team.

Access can be via VPN or secure links to existing client sites. Help Desk services are provided during extended Australian business hours from Sydney, Australia. 24/7 services can be run from Sydney with dedicated agents charged at Australian award & penalty rates. The CEA package fees provide internationally cost effective service within Australian business hours.

- **Telephone – 13/1800/1300 Australia. 0800 New Zealand**
- **Email and SMS**
- **Web chat**
- **Skype – instant messaging services**

For further information on CEA services please contact: Christopher Payne. CEO

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AUSTRALIA

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