

TTI Summer Forum



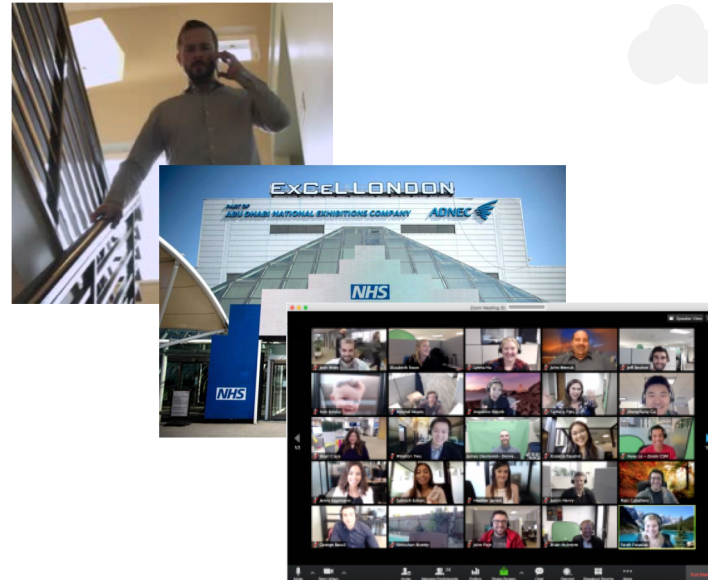
**Strategies for Survival &
Beyond**
18th June, 2020

**How Cloud technology is
helping a leading TMC, now
and beyond**

Oli White
Head of Commercial



Then and now



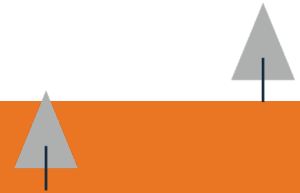
About Sesui

- Providers of managed Cloud CCaaS
- Specialists in supporting clients in delivering critical customer support to their customers
- Focus sectors UK Health and Travel



Case Study

- Survival – Changing ways of working
- Beyond Survival – Adapt and Iterate



Survival – Changing ways of working



Initial focus was on staff - shift to remote working to support the immediate needs of clients



Tech

CTM had adopted a 1-day home working policy for 12 months earlier.

- Tried & tested - staff comfortable
- Sesui Softphone & Anyphone allowing immediate Business Continuity

Insight

With staff at home it was critical to get performance management for remote working provided through:

- Dashboard - Real-time stats on operator/agent activity against KPIs
- MIS – Standard reports to optimise operational performance.

Flexibility

As CTM client needs changed the workforce requirements changed.
Sesui flexed licences so use as needed.



Beyond Survival



“This is an ever evolving situation”

Adapt & Iterate

CTM won the contract to support the UK Government's Foreign & Commonwealth Office (FCO) to facilitate the repatriation of British nationals wishing to return to the UK as a result of COVID-19 travel restrictions.



Keep iterating and adapting

1. Inbound calls

2. Call-back

3. Duplicates

4. SMS

5. Time of Day



1. Inbound calls

Started with single number

28 UK Direct dial numbers

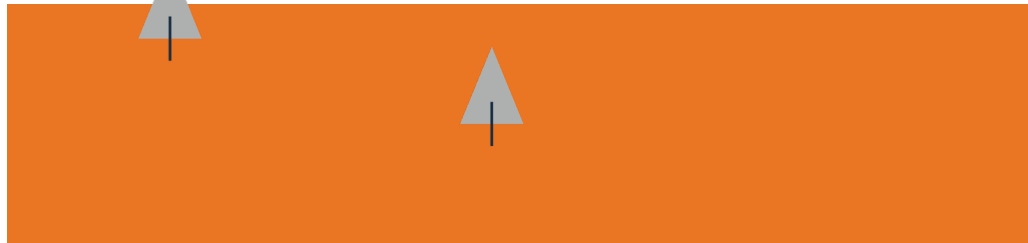
Some cities getting a dedicated number

This generated long queue times with key issues:

- Call drop outs - lose place in the queue
- Call costs - calling using a UK mobile

CTM Repatriation (Chartered)	
Number	Country

02074299725	CTM 24 Repatriation Routing Number
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1. Inbound calls

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Number	Country
02038668639	Argentina
02074299720	Bangladesh
02038668641	Cameron & DRC
02038668644	Colombia
02074299725	CTM 24 Repatriation Routing Number
02074299979	CTM 24 Repatriation Thailand
03000337762	CTM 24 Repatriation Thailand Routing Number
02038668630	East Caribbean
02074299717	Fiji
02074299729	Gambia
02038668642	Ghana
02038668643	Guyana
02038668645	Honduras
02074299732	India
02038668638	Jamaica
02074299766	MALAGA Call Centre
02074299734	Nepal
02074299740	Nigeria
02074299779	Nigeria Dial SMS
02074299754	Pakistan
02074299743	Peru
02074299746	Philippines
02074299748	Sierra Leone
02074299750	South Africa
02038668631	Sudan
02038668628	Tanzania
02038668640	Uganda
02038668629	West Africa

2. Call-backs

Rather than waiting in a queue the Sesui platform captured the number and placed the caller in a virtual queue.

Solved previous issues but created a new one:

- Multiple entries - callers would keep calling and have duplicates in the queue



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3. Duplicates

The Sesui platform now checked the number against those already in the queue. Only allowing one entry.

CTM continued to look at improving the service and proposed to the FCO an SMS engagement method



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4. SMS

Allowing travellers to text to join the queue.
Information in the text was presented to the agent.

24 countries, with specific cities, 9 in India.

The large global spread of travellers created the final issue:

- Matching local time of day with the call-back time

Rank	Number Name	Total :	34,876	
1	India - 0753 741 6124	22029	63%	
2	0786 009 3014	3965	11%	
3	Sierra Leone - 0786 009 3013	3197	11%	
4	Nigeria Lagos - 0786 009 3012	1548	5%	
5	Pakistan Islamabad - 0786 009 3018	887	3%	
6	Jamaica - 0786 009 3016	882	3%	
7	New Zealand Auckland - 0786 007 8446	484	1%	
8	Pakistan Lahore - 0786 009 3011	404	1%	
9	Nigeria Abuja - 0786 007 8559	369	1%	
10	Uganda - 0753 745 3853	198	3%	[Everything else]
11	Ghana - 0753 745 3855	146		
12	Sudan - 0753 745 3866	123		
13	Tanzania - 0753 745 3869	122		
14	Philippines - 0753 741 6127	109		
15	East Caribbean - 0753 745 3867	95		
16	Cameroon & DRC - 0753 745 3854	85		
17	West Africa - 0753 745 3868	60		
18	Peru Lima - 0786 009 3015	57		
19	New Zealand Christchurch - 0786 007 8447	45		
20	Ecuador Bolivia - 0753 741 6125	39		
21	India Ahmedabad - 0786 007 8553	10		
22	FIJI - 0786 009 3010	10		
23	Colombia - 0786 007 8851	5		
24	South Africa Cape Town - 0753 741 6126	4		
25	India Amritsar - 0786 007 8552	2		
26	India Kolkata - 0786 007 8557	1		

5. Time of day

With average response time at 3-4 hours we need to create local "opening hours" for each country.

Helping travellers not receive calls back in the middle of their night

	Apr-15	Apr-16	Apr-17	Apr-18	Apr-19	Apr-20	Apr-21	Apr-22
00:00		11	2	6	13	51	25	22
01:00		8	2	8	14	48	24	31
02:00		2	9	7	15	27	29	23
03:00		6	7	5	19	22	20	41
04:00		20	12	8	20	30	44	23
05:00		14	14	15	20	38	58	35
06:00		34	38	43	47	70	121	66
07:00		55	52	55	50	98	152	106
08:00		92	72	70	84	129	182	140
09:00		63	76	74	122	197	181	174
10:00		107	79	83	125	274	172	235
11:00		67	102	61	126	201	184	171
12:00		52	104	83	120	238	158	232
13:00		72	79	71	122	218	159	143
14:00		51	52	96	104	157	151	127
15:00	6	41	66	113	84	158	137	121
16:00		47	46	104	75	117	96	122
17:00	47	41	36	67	90	103	92	106
18:00	44	31	31	83	63	109	83	99
19:00	25	32	47	62	50	78	64	60
20:00	25	22	38	49	44	63	38	33
21:00	17	12	23	25	40	36	48	34
22:00	18	8	10	16	39	44	79	22
23:00	11	4	5	17	36	25	58	20

Real-Time Dashboard

Supporting way of working meant reporting was crucial.
Real-Time Dashboard was deployed to monitor:

- Inbound call & SMS tracking
 - Live Queue Stats
 - Daily Total



Beyond Survival - Adapt and Iterate



Programme is winding down, with Sesui and CTM highly satisfied having delivered a successful solution.

What's next?

“This is an ever evolving situation”

Adapt | Iterate | Flex





**Thank you
Oli White**

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Any questions?

Karen Janssen CIO at CTM

Lee Bryant MD at Sesui