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Maincom Telemarketing Services GmbH

Productivity raised significantly through human resources scheduling with integrated time management



Maincom guarantees top-level customized services

Maincom Telemarketing Services GmbH is a wholly owned subsidiary of Frankfurter Allgemeine Zeitung GmbH (F.A.Z.). Since 1999, it has provided services both within and beyond the F.A.Z. publishing group. Maincom is a professional service provider which, besides handling purely in- and outbound order processing by phone, is taking on increasing volumes of qualified technical processing tasks. A total of 140 employees are available to F.A.Z. readers and advertising customers seven days a week.



Markus Rebitzky,
CEO of Maincom

The best contact for your customers

Two reasons why Maincom Telemarketing Services GmbH stands out are its high-quality advice and consistently friendly dealings with customers.

"With a service level of 80/20 (80% of all calls are handled within 20 seconds) for telephony and a response time of 24 hours for all written contacts, we, in conjunction with our quality management, deliver the services expected by Frankfurter Allgemeine Zeitung," explains Markus Rebitzky, CEO of Maincom.

The requirement: Optimization of time and human resources

For many years, the call center organized human resources in MS Excel and time management in the ACD (Automatic Call Distribution) system. Once a month, the ACD data for each employee was evaluated, printed and archived in their files. The accounts for overtime, minus hours, sick days and vacation were entered manually. Profitability studies and target/actual analyses were extremely difficult and time-consuming to produce. There were also problems in compiling exact balances from the manual time management system. Since the employees had no access to their schedules, the team management had to answer many questions every day from them about their working times.

"In cooperation with Interflex we identified a host of ways we could optimize operations. For example, we determined that the time management and human resources planning systems as they stood cost us around 70 hours a month," says Markus Rebitzky.



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Requirement profile

Maincom focused on the following goals in its project to introduce new human resources and time management planning:

- Optimization and automation of forecasts
- Human resource planning tailored to requirements
- Reliable balances
- Greater transparency for employees
- Reduction of queries about working times and time sheets
- Avoidance of paid deviations to the shift planning if not coordinated and approved

“The new human resource planning system is designed to simplify the discrepancies between the day-to-day economic use of our employees while at the same time ensuring the same high level of service,” says Michael Marmotti, project manager at Maincom.

Solution: SP-Expert points the way to need-based human resource planning

The market analysis by Maincom identified many systems that specialize either in human resource planning or time management. SP-Expert gives the call center a system that covers both areas comprehensively. By connecting to AVAYA CMS, the company can analyze time management data virtually in real time.

The automatic rollout of availabilities guarantees that employee wishes are taken into account and means that subsequent changes are by and large no longer needed. The fluctuating volumes (incoming calls) in the inbound area make it extremely difficult to plan staffing levels so that there are never times with too few or too many employees. Here SP-Expert provides support by generating and proposing work schedules according to certain criteria. The genetic algorithm built into the software takes into account both forecast needs and the availabilities of individual employees. Balances of working hours (overtime/minus hours) are included automatically.

“With SP-Expert we save around 95% of the outlay previously linked to the planning process. Added to that, we save some 180 hours every month through the automatic identification of deviations to the work schedule,” reports Michael Marmotti.



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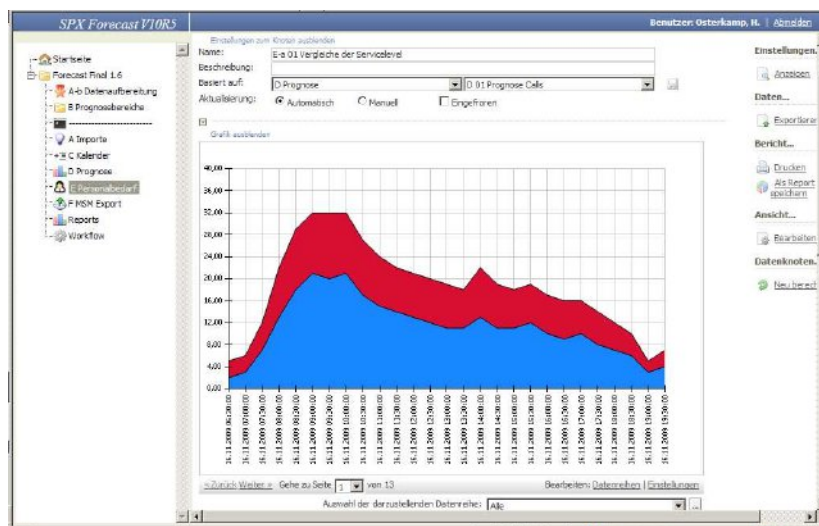


Results that can be seen

Scheduling and time management with the SP-Expert system has enabled Maincom to make the following improvements:

- Precise analysis of volumes incl. automatic requirement planning
- Evaluation of entered working hours by applying flexible booking rules and schedules
- Automatic reduction in working hours in the event of deviations outside tolerance levels
- Economic resource planning taking into account service goals
- Automatic reporting of all key time management figures
- Increase in employee satisfaction through systematic shift planning
- Very infrequent inquiries about working hours because all employees have web access to their schedules

“We would not hesitate in recommending the resource optimization services Interflex has provided us to others. In particular, we greatly value the clear cost and scheduling transparency during implementation,” says Markus Rebitzky.



High-quality planning (fulfillment of demand, conformity to rules, fairness, employee needs) **at the lowest costs** (avoiding overtime, balancing out time accounts) is what SP-Expert offers your staffing personnel.