

Case Study

ComputerTalk | Western Canada Lottery Corporation

Transforming WCLC's operations with ComputerTalk's ice Contact Center



Empowered users to respond to issues in real time



Enhanced reporting to retrieve critical information



Improved security, scalability, and adaptability

Western Canada Lottery Corporation

Western Canada Lottery Corporation (WCLC) is a non-profit organization that manages, conducts, and operates lottery and gaming-related activities as agent for its members.

Challenges with their previous contact center solution



Manual intervention needed for real time monitoring

WCLC found that their previous solution's real-time monitoring interface was not user-friendly. Their agents and supervisors found it difficult to find the right stats within the dashboard (i.e., queues, users, settings, etc.), and agents' not-ready reasons were not visible. Users could not easily see if, for example, there were a high number of callers waiting in queue. This meant that supervisors had to manually search for this information, such as overloaded queues that needed agents reassigned to them, thus impacting their agent response times.



Difficulty finding critical information

Before ice, their solution's standard reports lacked in-depth information, and creating custom reports was extremely expensive. The Retail Spot team, which handles calls from retailers and deals with technical issues, experienced difficulty gaining certain information about the day-to-day operations in the contact center. They had to manually search to find out which day a complaint from a retailer or technician came in and needed the administrator to retrieve this information. This led to an increase in work for the administrator, and took the team longer to obtain the information they required to help with decision-making.



High costs and lack of adaptability with an on-premises solution

WCLC's previous on-premises solution was outdated and unsupported, which caused multiple challenges. Upgrading to the latest on-premises version was very expensive and beyond their budget. They could not quickly scale the number of agents based on demand due to the limitations of an on-premises solution. In addition, the remote agent application in their previous solution, did not allow roles and responsibilities to function with normal call center features like call flow and data collection. This prompted their decision to move to the cloud to eliminate the need for physical equipment and maintenance.

Journey toward cloud and Microsoft Teams

After evaluating the cost of migrating to the cloud with their solution at the time, WCLC realized it was not within their budget, which pushed them to search for an alternative solution. WCLC was already using Microsoft Teams as their corporate communication platform. Through their search for a new contact center solution, they discovered the benefits of moving to a Teams native contact center.

Integrating with Microsoft Teams meant significant cost savings. It reduced the need for multiple platforms, brought calling, messaging, and other features into a unified platform instead of agents having to toggle between screens, and contributed to a more seamless customer experience.

Success with ComputerTalk's ice Contact Center

Enhanced real time monitoring with automation



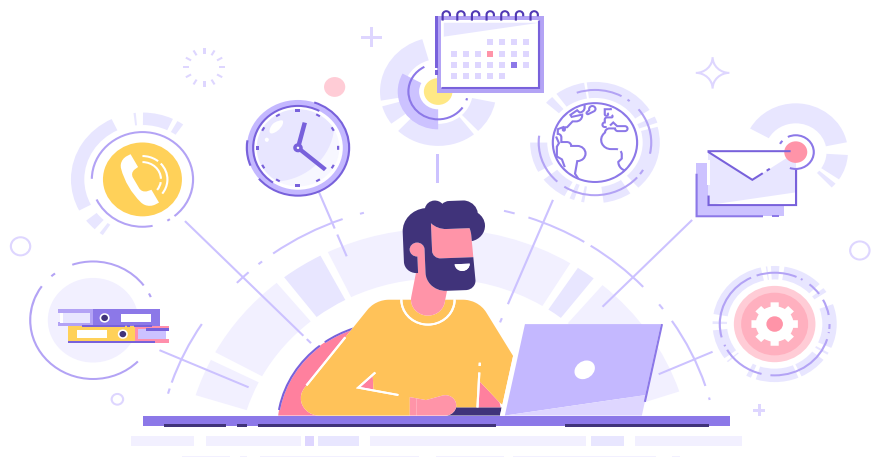
ice's real-time monitoring tool provides supervisors with insights into the day-to-day operations of the contact center. Supervisors have better visibility into the number of calls in queue and can monitor agents' status, including their not-ready reasons and duration. They can see when a queue has a large number of calls waiting, receive alerts when a threshold has been reached or exceeded, and can add agents to the queue based on their availability. Viewing information in iceMonitor or receiving alerts allows them to take immediate action and improve the efficiency of the contact center operations.

Enhanced reporting to retrieve critical information

With ice, WCLC is now able to create custom reports that are tailored to their needs. The Retail Spot team utilizes a custom report to detail daily incoming and outgoing calls and user statistics, including break duration and the amount of time agents spend on each call that day. The report aids supervisors in understanding the team's overall performance and helps identify areas where agents may require additional assistance.

Marcie Naismith, Retail Spot Team Lead at Western Canada Lottery Corporation, reviews previous weeks' daily reports to help project upcoming call volumes, especially when jackpots get high, to see if she needs to bump up staffing.

"From a user perspective, the reporting interface in ice is easy to use and understand," according to Marcie. She emphasizes its clean and structured appearance.



Improved security, scalability, and adaptability

Since adopting ComputerTalk's cloud-based solution, WCLC has experienced heightened flexibility and enhanced security with firewall protections and advanced data privacy measures. Moreover, the company has witnessed improved scalability, enabling them to make changes to their contact center effortlessly. Such changes include responding to unexpected increases in call volumes by quickly increasing the license count. This has proven to be valuable since the team has also been in the process of hiring and training new staff on the solution.

"The ComputerTalk team is great! The account team is very engaged and meets with us monthly to review any concerns, discuss potential changes, and review user feedback"

—Doug Lamb, Administrator of WCLC Telephony System and ice

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About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.



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