

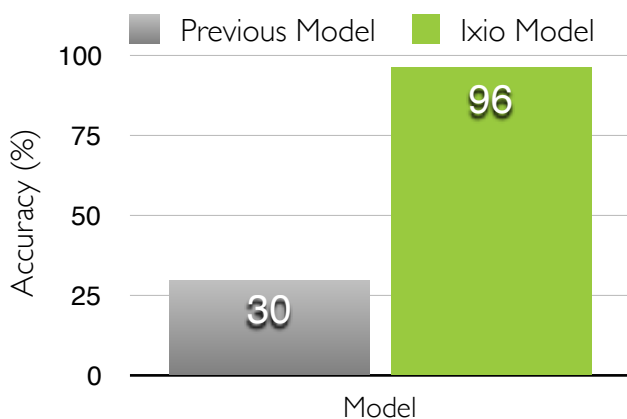
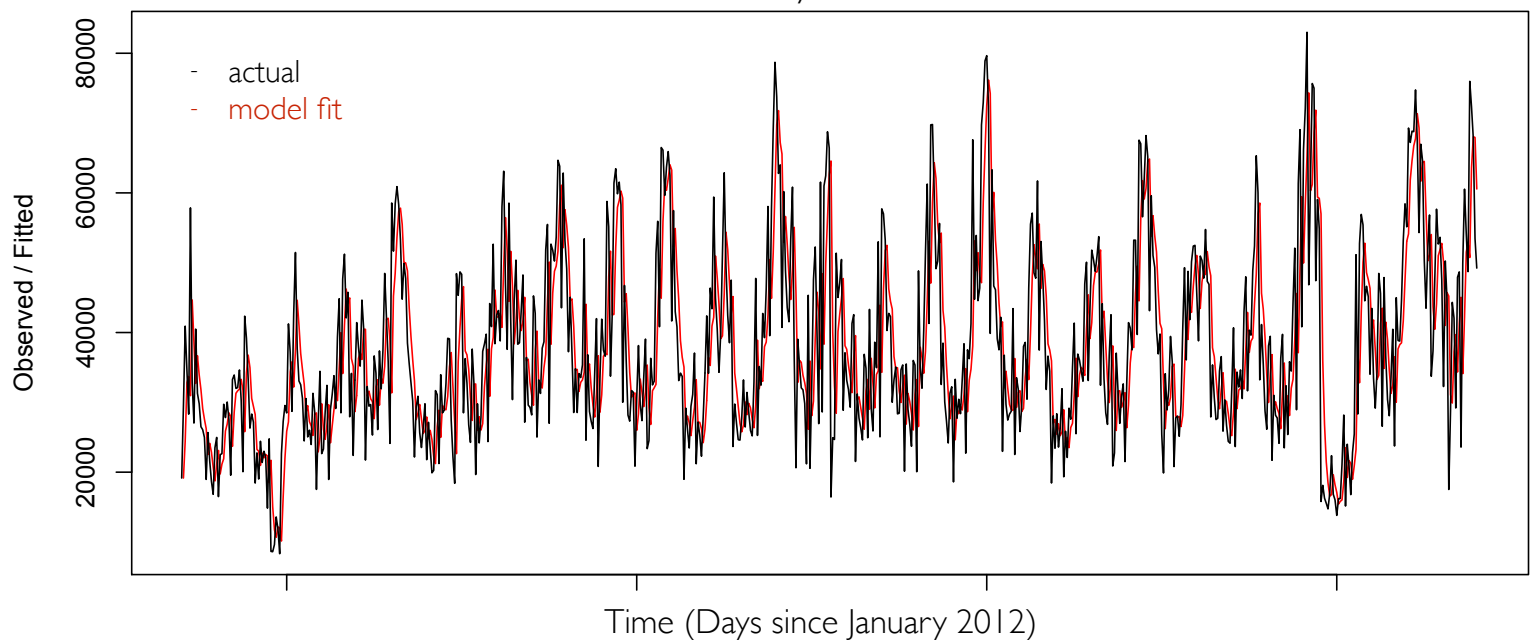


Ixio Analytics Accurately Predicts Call Volumes of an Inbound Support Call Centre & Cuts Call Centre Workforce Costs by ZAR 75 million p.a.

The operations division of a large multinational company offering subscription-based services used Ixio Analytics to create a predictive model for call volumes in their inbound support call centre.

The model previously used was overestimating call volumes, costing the operations division heavily in agent staffing and resulting in inefficient call scheduling. Ixio Analytics used call volume data at half hour intervals from January 2012 to create a predictive time series model. We used an ensemble modelling approach, combining a time series forecast model and data splitting at key time intervals. This is the first known application of this modelling method to call volume forecasting. The model fit and the associated accuracy is shown below.

Model fit of daily call volumes



The model took into account seasonal, random and trend components in the data. Total call volumes for every 30 minute period, as well as call volumes for various types of calls (such as billing) were predicted. The Ixio model has achieved 94% accuracy since implementation. This is a significant improvement from the previous model, which achieved only 30% accuracy.

The Ixio model has been implemented and used in the company's workforce planning. The accuracy of predictions has enabled efficient workforce planning and an increase in call scheduling. This is currently saving the company approximately ZAR 6 million per month.