Increase reception desk efficiency

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Challenge

Officenter is a business centre, where a receptionist supports the tenants with several tasks including handling the calls. However, **each contact person has different requirements with regard to the handling of these calls:** forwarding, booking something in the agenda, calling back, etc.. With an average of 100 companies within each branch of the business centre, this became very difficult to manage. The reception was **overwhelmed with calls that remained unanswered, took too long, in which errors occurred, etc.**

"Calls at reception desk weren't always handled in an efficient way : timeloss and errors were the result"

Christa Jouck, general director Officenter

Business impact: 20.601,12€ per branch/year

	Frequency	Loss	Total loss
Timeloss due to inefficient call handling	4 h/month	240 min / month	48u / year
Churn due to errors in handling of calls	1 client /year	750 € /branch/month*	9.000 € /branch/year
Potential missed revenue due to delivering of an extra service		750 € /branch/month*	9.000 € /branch/year
Note: HR total cost of 2A : 88,136€ pour 214 workingdays of 7,6h of 54,19€/hours *1 office with 1 workplace			

Solution

At Officenter we activated the **app software** on the one hand, so that each contact person can pass on his or her wishes regarding telephone recording, contact management, calendar usage, etc. On the other hand, the **agent software,** allowing the receptionist to pick up and handle any call in an easy, standardized way.

Result

The result is an **enormous gain in time** through more efficient management of calls: they can be handled faster but also better. This also **increased** tenant **satisfaction**. Moreover, by providing this extra service, Officenter has been able to include this in their rates, which has generated **extra market potential**. For the 7 branches this corresponds to a **potential saving of 144,207.84€ per year.**