



Case Study

Enhanced Voice Applications Virtual Contact Center - Customer Profile

The Client

An international travel services provider with a large number of North American retail locations that is growing rapidly and has a reputation for quality local service.

The Challenge

A rapidly growing retailer with major challenges faced by many retailers: increase sales, improve quality of service and reduce costs!

Specifically how to:

- Route telephone calls to a caller's nearest retail location automatically,
- Maximize corporate marketing clout with a 1-800 number for all callers,
- Track call volume by retail location,
- Monitor the quality of customer interactions,
- Leverage existing telephone equipment to avoid additional investment.

The Solution

The Virtual Contact Centre (VCC) solution delivered on all of the business requirements! VCC manages calls at the network level to ensure that:

- All calls are answered immediately with a quality greeting
- Calls are automatically routed to the caller's nearest retail location, and if that retail location is busy, the call is routed to the next nearest location ensuring timely customer service.

In addition to managing calls at the network level, these features were critical to the solution:

- Administration controls; i.e. changing time of day or holiday schedules is in the hands of the users and is managed locally with the use of their secure web portal,
- Customer satisfaction is enhanced with the planned recording of calls by retail location. An added benefit is the ability of the leadership team to use call recording for ongoing staff development to enhance customer service,
- Complete call detail reporting is available on the customer's secure web portal providing a complete overview of telephony traffic by retail location.


All of these features and benefits are delivered by VCC using the existing telephony system.

Benefits

- Improved customer service with automated call routing and load balancing of calls over multiple locations
- Improved retail representative performance with QA call recording
Existing telephone equipment is retained as the VCC is not dependant on any special equipment.
- Management is in full control with 24/7 access to VCC administrative functions for changes as required and more importantly complete call detail reports are available on web portal.

The Virtual Contact Centre solution delivers!

Improved customer service, higher sales & lower costs.

A button with the text "close window" in a light blue font, flanked by double chevrons. To the right of the button is a small horizontal bar with three colored squares: grey, blue, and orange.

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