

VOXCOM Maximizing Efficiency through Upstream Works' Telesales Automation



“Upstream Works implemented a powerful solution which transformed our call center, and has simplified tasks for agents and managers alike, giving both the ability to concentrate on sales and providing the best customer service.”

-Patti McDougall

Manager – Quality Assurance & Telecom Services

Industry:

Security & Alarm

Annual Call Volume:

Outbound: 1 631 323 +
Inbound: 660 000

Challenge:

- ❖ To cope with the sudden increase in leads
- ❖ Maximize the potential of sales & marketing initiatives
- ❖ To use existing infrastructure

Solution:

- ❖ eMedia Easy Reach Campaign Manager
- ❖ eMedia Metrics Reporting Package

Results:

- ❖ 10% Increase in Sales
- ❖ 20% Increase in Outbound calls
- ❖ 15-30 sec. eliminated per inbound call
- ❖ Faster Dial Times
- ❖ Increase in Customer Service
- ❖ Cost Effective Implementation
- ❖ Reduction in Lost Opportunities
- ❖ Adaptable to new Technology

Challenge

VOXCOM, a major Canadian provider of Security Alarm systems, launched a cross promotional Partner Marketing Program where VOXCOM's partners such as The Brick Home Retailers, and Co-operators Insurance would provide a list of customers who were interested in purchasing a security system. This program proved to be very successful, as in a month, VOXCOM could receive up to 5 thousand names from one partner alone. VOXCOM's original call system was no longer able to cope with the increased amounts of leads. VOXCOM's challenge was to maximize the potential of their sales and marketing initiatives, without having to invest a large sum of dollars in brand new infrastructure for their call center.

Solution

VOXCOM approached Upstream Works to find a solution that would help maximize their call center. Upstream Works, specialists in Call Management Automation, implemented a cost effective solution using VOXCOM's existing infrastructure.

Campaign Management

Upstream Works implemented eMedia Easy Reach Telesales Automation tools. This provided VOXCOM with automated campaign management, blended inbound/outbound capability, as well as a preview/progressive dialer. With this package, all calls whether inbound or outbound are placed through an automated process ensuring that each call is properly managed and tracked. This system removes administrative tasks from agents, allowing them to focus on making calls and improving customer service. Agents no longer have to schedule tasks such as call backs through their personal outlook applications. If a customer requests a call back, eMedia Easy Reach tracks each request and automatically presents it to the consultant at the designated time. The system is designed to maximize contact attempts based on call strategies defined by the VOXCOM. Additionally, eMedia Easy Reach presents agents with a list of their campaigns and the associated scripts. Agents now have the opportunity to preview customer information prior to the dialer making the call. The new dialer, not only eliminated manual dialing, but it increased agent productivity as they could handle more calls in the same time frame. *VOXCOM increased the amount of*

outbound calls by 20%. Automated dialing is also saving VOXCOM an average of one second per digit dialed, which allows the Emergency Response Unit to reach customers, or dispatch authorities faster in the event of an alarm.

“We are pleased to be working with Upstream Works as we continue to undergo more changes to our call center environment.”

-Patti McDougall
Manager – Quality Assurance & Telecom Services

Centralized Reporting

Previously, inconsistent reports were being pulled from various systems, providing a disjointed view of the call center. To eliminate this issue, Upstream Works implemented both real time and historical reporting metrics for campaign management. Providing a centralized source for both inbound and outbound activity ensures that VOXCOM will have accurate and consistent measurements.

Inbound Screenpop

VOXCOM receives an average of 55,000 inbound calls per month. Previously, agents were required to manually type in customer contact information to search and reference customer account information while the customer was on the call. eMedia inbound screen pop, gives agents rapid access to information prior to speaking live with the customer. *By reducing the amount of time it takes to manually search for a record, VOXCOM is saving between 15-30 seconds per inbound call.*

Screenpop also allows VOXCOM to greet customers by name as well as have one click access to all historical information. Furthermore if an agent transfers a call to another agent, all the associated data is also transferred, ensuring the customer does not have to repeat information.

Real Time Coaching

Because eMedia screenpop is so versatile, organizations can use it in many ways. Supervisors are able to use screenpop as a coaching tool called VoxUP, to help their agents on sales opportunities. Through the text input window supervisors are able to discreetly provide coaching while the agent is on call with a customer. *VOXCOM has been able to increase their sales by 10 % using this tool.*

Future Integration:

Call Recording Integration

Currently VOXCOM's recording software requires them to retrieve recorded calls using basic call data information. This is a time consuming process if only a sample of campaign calls is needed. Upstream Works is working with VOXCOM'S call recording system to provide campaign ID information to data fields within the call recording system. They will then be able to review samples in order analyze customer experiences and marketing strategies. *VOXCOM estimates that this will save them between 30-45 seconds per call pulled.*

“Upstream Works understood the needs of our call center and knew exactly what to do.”

-Patti McDougall
Manager – Quality Assurance & Telecom Services

Benefits:

- **Increase in Sales** – Through the versatility of eMedia screenpop, VOXCOM was able to increase sales by 10%
- **Ability to reach more customers** – with the automation provided by UW campaign management, VOXCOM increased the amount of outbound calls by 20%. Agents were now able to allocate the time they had previously spent on manual tasks to taking more calls within the same time frame.
- **Faster dial times** – Automated dialing saves an average of 1 second per digit dialed. This time saving is crucial for the Emergency Response Unit when dispatching the authorities
- **Increased customer service** – By providing customer information before hand, agents can deliver a personalized experience for each customer. Rapid access to information, means customers are on and off the call in fastest times possible
- **Accurate Reporting**- With eMedia Metrics VOXCOM has instant access to accurate and consistent reports from a central repository. With one click they have access to both real time or historical reports
- **Reduction in call times** – By providing inbound screenpop VOXCOM saves between 15 – 30 seconds per call, as agents do not have to perform manual searches while the customer is on hold
- **Cost effective implementation** – VOXCOM was able to leverage their existing infrastructure when implementing the Upstream Works solution
- **Reduction in lost opportunities** – VoxUp coaching tool benefits both managers and agents. Managers can ensure that no sales opportunities are lost, by stepping in to help agents. Agents also feel an increased sense of confidence, knowing that help is only one click away
- **Adaptable to new technology** – Since Upstream Works products are flexible, they can easily adapt to new and changing environments. VOXCOM can continue to use Upstream Works even when going through continuous changes

About Upstream Works:

Upstream Works delivers Call Management Automation solutions, enabling call centers to increase first call resolution rates. Our solutions adapt to both large and small call centers, help staff provide better service and guarantee fast deployment and rapid return on investment.

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