upstreamworks

Mitchell 1
In your shop, at your side

CUSTOMER STORY · TECHNOLOGY

Premium automotive software provider differentiates itself with exceptional CX

Enhanced flexibility and deeper reporting enable dynamic CX across channels at Mitchell 1.

KEY RESULTS

66%
improvement in average speed of answer

80%
reduction in abandoned calls

- Full visibility to every stage of the customer journey
- A feedback loop from reason codes to the product team

1 The story behind Mitchell 1

Mitchell 1 began with the simple idea that people need information to fix cars. That was true back in 1918 when Mitchell 1 got its start, and it's been true through the years. And never more so than today, with so many advanced technologies driving the car care business into the future. Mitchell 1's customers are at the center of everything they do, and they live and breathe this in their contact center operations.

2 The challenge

The challenge Mitchell 1 faced was threefold: they wanted to be able to make on-the-fly changes to meet fluctuations in contact center activity, they needed to be able to pull meaningful reports to better understand their customers, and perhaps most importantly, they wanted to improve the customer experience they offer and make it cohesive, easy, and rewarding.

"We had an older system that didn't provide us with reporting on contacts", said Ben Wahlquist, Telephony System Analyst. "Agents had to manually enter information, making it very difficult to measure what was driving things like long calls," he added.

Mitchell 1 needed a new platform that would help them better understand and serve their customers, with the flexibility to easily adapt the solution to meet everyday changes. “Ultimately what we had was difficult to administer,” said Wahlquist, “and user empowerment is really important to us.”

3 Our solution

Mitchell 1 chose Upstream Works for Finesse (UWF) for its phone and email capabilities, with integrations to Cisco Dialer and MediaSense. A web-based application within Cisco Finesse, it provides agents with one workspace for managing all customer communications and interactions, with consolidated reporting and insights across all channels.

- Voice
- Email
- Cisco Dialer
- Cisco MediaSense
- Personal Agent Routing

Wahlquist explained the capabilities of UWF that appealed most to Mitchell 1: “UWF would allow us to do a lot more on the agent and supervisor side in terms of being able to distribute tasks and be able to react a lot more dynamically. Now supervisors can easily manage their agents and make skill adjustments in response to what’s happening at any given moment, and that’s really cool.”

With its many business units (Customer Accounts, Product Content Support, Tech Support, Marketing Services, Inside Sales, Accounts Receivable) it was important to Mitchell 1 that they be able to tweak each department’s desktop to have its own relevant reason codes, so that they could really understand the inquiries each was receiving and do specialized reporting.

> *Visibility is a powerful thing. Being able to measure the number of calls coming in, where agents are spending more time, why are customers reaching out – this kind of data gets us a lot farther than relying on subjective agent feedback or best guesses.*
>
> **Ben Wahlquist**
> Telephony System Analyst, Mitchell 1

Beyond gaining insights into customer activity through accurate, thorough reporting, Mitchell 1 derives further benefits at the agent level too. By leveraging tools such as transferring and Personal Agent Routing, they’re able to offer a more informed, personalized experience to their customers. “Overall we’ve been able to give our customers a better and better experience,” remarks Wahlquist. “Several years ago, what was our standard service level is now something that would be a really bad day for us. We’re better at handling calls today because we have the tools to really understand them.”

Wahlquist elaborates that the benefits go beyond service levels in the contact center: “By capturing customer input through reason codes, we’ve created a feedback loop with our product team, which allows us, as an organization, to continually enhance our products”.

4 The difference

Since implementing the UWF solution, Mitchell 1 has expanded and refined how they use the system, ensuring that it continues to grow and adapt to their needs. They are now able, as an organization, to have cohesive conversations with a customer with full visibility to all stages of the customer journey. They're also able to get more data on conversations, enabling them to react to them, learn from them, and adapt accordingly.

Working with Upstream Works

When asked what it was like to work with Upstream Works as a vendor, Wahlquist says "Upstream Works is one of my favorite vendors to work with. They're always interested in what we have to say, and always there to help us out when we have a problem that needs a solution. The team is adaptable, eager to listen, and ready to do the extra work – and that's when they really shine."

> *We've definitely been calibrating since day one. With the flexibility that UWF affords us, today we're better than we were yesterday and tomorrow we'll be better than we are today.*
>
> **Ben Wahlquist**
> Telephony System Analyst, Mitchell 1

5 What's next

Mitchell 1 has rolled out UWF email capabilities to its larger business groups, and the plan is to continue bringing other departments online as it continues to evolve its service offerings. "The next big thing will be enhancing that customer conversation, levelling up email and getting better visibility into those activities," says Wahlquist. A CRM integration is in the works, and Mitchell 1 is also evaluating other channel options as they continue to grow their customer experience capabilities. Mitchell 1 continues to seek out new ways to wow their customers, and Upstream Works is there to help them every step of the way.

About Mitchell 1

Headquartered in Poway, California, Mitchell 1 has provided quality repair information solutions to the motor vehicle industry for 100 years. The Mitchell 1 family of products includes a complete line of integrated software solutions to help auto, medium and heavy truck professionals improve productivity and profitability. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award.

www.mitchell1.com

About Upstream Works

Upstream Works makes contact-center and customer-experience software. Its platform, Totalix™, is a CRM-embeddable agent workspace for human and AI agents that goes live inside a business application in minutes in the cloud. Upstream Works sells through more than 50 partners and is ISO 27001:2022, SOC 2 and HIPAA compliant. Headquartered in Woodbridge, Ontario, with 25 years in CX.

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