

Leading Wireless Communications Provider



OBJECTIVE: Rapidly Create an Enterprise Hosted Contact Center Solution that Would Improve Customer Care and Reduce Costs

One of the nation's leading wireless communications providers needed to quickly implement a contact center solution that would fix their current call routing issues and service volume fluctuations. Their existing system used an antiquated routing methodology that required toll-based calling to each of their call center sites. This current process left the client with inefficient use of resources, no real-time visibility to call volume and agent performance, and no consistent reporting throughout their six call center sites. As a result, the company was challenged to manage volume spikes, resource inefficiencies and increasing operational expenses. They needed a solution that did not require a significant capital expenditure to improve their existing system.

The wireless company developed a roadmap that called for a customer centric approach, requiring the integration of all call flow activities into a single, manageable, virtual call center platform with tracking of interactions from end-to-end. In addition to driving consistency within a unified, plug and play solution, the client needed to better manage real-time contact center performance while creating competing service groups tied to a clearly defined scorecard.

Faced with these challenges, the wireless company turned to West Interactive to achieve a virtual hosted contact center. West Interactive was chosen for multiple reasons, which included:

- Proven entity with track record of implementing Hosted Contact Center solutions
- Flexibility of a hosted solution coupled with speed-to-market
- Scalable, integrated platform tied to competitive cost of ownership
- Competitive pricing that allows for more robust features and functionality
- Telecom and technical core competencies
- Tool sets allowing enhanced call center performance management
- Ability to easily integrate with the client's current technology

WEST INTERACTIVE SOLUTION: A Comprehensive and Cost Effective Hosted Solution

West Interactive's experienced team of professionals worked closely with the client to determine the most effective solution based on their aggressive timelines. Within less than three months, business and functional requirements were developed. After a review of their current technology, West Interactive quickly developed a hosted solution that included Network ACD, allowing for intelligent call routing. This led to full CTI integration at all call center sites. Additionally, toll-based calling was replaced with Voice over IP using a Multi-Protocol Label Switching (MPLS) network that provided lower transport costs, more efficient use of network resources and the ability to layer on additional services.

- Deployed and supported 8 contact centers plus remote agents in less than 5 months time
- Call Handling time decreased by 20 seconds per call
- CSAT scores improved by 3%
- New Hosted solution is allowing the company to enjoy significant cost savings of millions of dollars per year

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West Interactive also created a real-time executive dashboard with enterprise-level reporting. This provided the client with consistent in-depth reporting, allowing the company to make quick and informed decisions regarding agent resources and call center volume. The client experienced cost savings due to virtualization and the visibility produced by enterprise routing. This resulted in using less agents and resources to monitor calls. The West Interactive solution also included analytics and customer surveys. By combining these services into the hosted solution, the wireless company is able to provide superior customer care and increase their ability to resolve customer issues in less time, using fewer resources.

THE RESULTS: A Fully Hosted Solution Launched in Record Time

West Interactive's hosted contact center solution made an immediate impact for this leading wireless provider. This hosted solution had an expedited implementation that was fully integrated within less than five months. The immediate benefits that the client experienced included:

- Service tied to consistency of experience across contact points
- Value based methodologies that drove the customer experience
- Readily available customer insight that guided business intelligence
- Easy and rapid augmentation of contact center landscape in diverse geographies

The solution successfully combined inbound call routing for all six call center sites and the company added two additional call center sites soon after implementation. The wireless company experienced an immediate impact in call handling time. With intelligent call routing, call handling time decreased by 20 seconds, allowing the company to focus more time on additional customer care. The client also experienced immediate benefits with enterprise level viewing from the real-time executive dashboard. No longer having to wait to see volume changes with real-time data, they could react quickly to spikes and shortfalls, resulting in increased call servicing. Also, with 100% call recording capability, the company no longer needs to manually monitor calls by site. Reporting is now available in one location, allowing the company to save time and resources and provide instant feedback or coaching to agents. CSAT (Customer Satisfaction Scores) saw improvement of 3%, meeting overall targets established by the company. Today the wireless communications company is enjoying significant cost savings of millions of dollars per year, improved customer satisfaction, increased customer care and promotional capabilities.

WEST INTERACTIVE CORPORATION: A Premier Provider of Automated Customer Contact Solutions

West Interactive is a leading provider of hosted and managed automated customer contact solutions. We help our clients connect with their customers more effectively, deliver superior service and maximize the value of every customer interaction. We provide advanced technologies and a highly scalable standards-based infrastructure to help businesses more efficiently conduct multi-media transactions. We have the people, technology and experience to handle the simplest or most complex solutions. Services include custom speech applications, customer surveys, network based call routing and analytic services. West Interactive, a subsidiary of West Corporation, is located in Omaha, Nebraska, and serves Fortune 1000 clients in nearly every vertical market.



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