Challenge

Maintaining a legacy ACD was becoming increasingly difficult for this busy communications cooperative in Northeast Texas about 80 miles west of Shreveport LA. Licensing, maintenance and service contract costs were increasing and the legacy system had fallen behind with the needs of a company that handles up to a thousand calls per day.

As competitors in the Etex service area have grown more aggressive over the years, a top priority is to provide the highest quality of customer service. Their legacy ACD did not have a way for supervisors to monitor and take control of in progress calls which is of extreme importance, especially with known customers who required a greater level of support.

Moving calls to other departments as well as taking over calls from agents were important considerations moving forward for Etex. The main goal for them is to get customers the help they need in a timely manner.

Lacking an ACD with recording was also prohibiting any verification of customer/CSR interactions resulting in “your word versus their word” scenarios. The lack of recording also meant missed training opportunities for new CSRs to be better sales reps and also problem solvers.

Automated Call Distribution

Solution

Etex already had an APMAX hardware platform delivering voice services to its customers and the convenience of adding an ACD with more features to an existing system made good sense from an efficiency standpoint.

According to Sales and CSR Supervisor Casey Holder, there are many features of the APMAX ACD service that have improved administration and quality of service for the front line staff at Etex.

Holder appreciates the ability as a supervisor to activate the listen feature of ACD and with the connectivity of the service to their softswitch he is able to see the calling name display. If he recognizes a customer who in the past has needed extra attention, and that customer is paired up with a less experienced agent, he can instantly monitor the call and join in if needed.

ACD is helping Etex to identify some things they can do better and also things they are doing very well. Holder says the recording feature has helped them to choose which CSRs they want to use when training new agents and is also a human resource tool to determine who may be in line for a promotion based on performance.

Multi Media Links

ACD Service Brochure
ACD Answering Service Use Case Video

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