

FAMILYSEARCH

Worldwide Organization Enables Multi-Lingual At-Home Workforce and Saves 60K a Year



With an international workforce of 1500 volunteers on multiple continents speaking nine different languages, FamilySearch, the world's largest genealogical service, had its work cut out for them. In addition to being spread across the globe, many of their volunteers were over the age of 70 and had never operated a computer. The non-profit organization needed a leading call handling solution that enabled 24/7/365 operations with minimal training and enabled premier agent monitoring. With inContact »they were able to overcome their multi-lingual barriers »manage their widespread volunteer workforce »and save \$60k a year.

FamilySearch

Business

World's largest genealogical library
familysearch.com

Challenges

- Global, multi-lingual workforce
- Volunteers with little to no computer experience
- 1200 agents, 640 of which work part-time as volunteers
- Small IT budget

Results

- Unified global workforce on one system
- Solutions are simple to train and learn for any user
- Real-time reporting ensures customers are given the same quality of assistance around the world
- Forecast call flows with precision
- Remain fully operational with the help of only one IT specialist

Taking on the World

Managing the largest genealogical database in the world 24/7 is hard enough on its own. Add to that a part-time workforce consisting of 1500 agents with an average age of 72 with basic computer skills that are spread across the globe speaking and reading a variety of languages, and you have a problem. "As a world-wide organization, we had a multi-lingual need and needed real-time monitoring so we could ensure people were giving out the right information," stated Penny Devey, Manager of Tools and Technology, FamilySearch.

FamilySearch needed a sophisticated solution that could meet their call routing and monitoring needs but was simple to use and train on. As a non-profit organization, they also needed a cost-effective solution. Finding a solution that could meet all their objectives was no easy task. In fact, it took over a year of solid research to find the solution they needed.

A World of "No's"

FamilySearch's early attempts to find a solution yielded mainly disappointment. As they investigated the various premise-based options, they found they were going to need a good sized IT team to keep it up and running. With their non-profit budget, that wasn't an option. They also found premise-based systems didn't have the flexibility they needed to support a global, multi-lingual, at-home workforce. The more they dug, the more they realized a premise-based system was not a viable option for them.

They also looked into a variety of hosted solutions. However, because of their unique language, programming, restrictive scheduling and real-time monitoring needs, they were getting a lot of "no's" from hosted providers as well. The task of finding a company with the technology to help them seemed insurmountable.

In a World of "No's" They Finally Found a "Yes"

After months of searching, FamilySearch found a solution right under their nose. They had been using the inContact WFM solution for 2 ½ years in the physical genealogical library and the team saw potential in selecting the inContact call routing solution for their phone agents.

They were impressed by inContact's willingness to work with them to develop the technology they needed. "The inContact roadmap was telling us a really great story," says Tara Bergeson, Area Manager, FamilySearch. After doing a little more research and working with inContact to create the right solution for their needs, they decided to give inContact a shot.

A Solution for the Future

"inContact was the product to help us move into the future," says Bergeson. inContact not only met their existing technology needs but was a long-term solution that could support their future goals, including the plan to support 26 languages.

In addition to the inContact ACD, they also use inContact's WFM tools to predict call flows with greater accuracy.

They needed insights into their operations and inContact was able to give them the real-time information they were after.

The Power of "Yes"

With inContact, FamilySearch has been able to meet their geographic and technical challenges head on. With inContact's customized solutions, they have empowered and enabled their global workforce in a way that is manageable and cost-effective. inContact's platform is so simple to use that even their most technologically disadvantaged volunteers are able to use it with proficiency almost immediately.

Geographic disparity isn't the only complexity of their

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Tara Bergeson,
Area Manager
FamilySearch

business. FamilySearch has a call volume of approximately 1,000 calls per day, with the majority of their calls coming from North and South America. These calls and the others come through over a hundred 800 numbers. With inContact, they have been able to effectively route and manage these calls, ensuring their customers get to the right agent, with the right language skill (including double byte languages), in the right country.

inContact's WFM tools have also streamlined the company's call center. "Forecasting has given us the power to manage and make sure we meet the needs of our customers," says Devey. With real time monitoring they are now able to ensure their volunteers are giving out the right information and call

quality issues are getting resolved. No matter where the agent lives or what language they speak, they know their customers are getting the same call quality.

In addition to better quality service, they are also reaping the benefits of a higher quality technology. On their old platform they had consistent system errors. With inContact, they don't have that problem anymore. FamilySearch has seen marked improvement in the quality of their call center technology since switching to inContact.

In a traditional premise-based call center, you would have

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to hire an entire IT staff to manage the system and keep it running. With inContact, FamilySearch can run their global and in-house a call center of 1,500 agents with a single IT Specialist. FamilySearch estimates with a premise-based system they'd need a staff of two IT specialists and four programmers to stay operational.

Because the inContact platform and WFM tools are so easy to use, FamilySearch is no longer IT dependent when it comes to programming. With inContact they can do most of their call center customizations themselves. On their previous platform they had to pay Professional Services for programming each time they needed to make a change. inContact allows them to adjust their protocols on demand instead of having to wait for IT or their provider to do it for them. This boosts their ability to give their customers timely and effective customer service in addition to saving them thousands of dollars in technical support each year.

With inContact, FamilySearch has been able to save \$60K a year with their call optimization and Professional Services savings. Working with inContact for over two and a half years, FamilySearch is happy with their decision. When other providers told them it couldn't be done, inContact gave FamilySearch options. Working together, they have created an unprecedented and customized global call center solution that solves a number of complex problems and enables FamilySearch to do more than they ever thought possible.