inContact®

CARSAFE

Driving Greater Call Center Uptime, Savings and Profit

» At CarSafe, its phone system drives one hundred percent of its extended vehicle service contract business. If its phones go down or call quality isn't there, it costs the company significantly in terms of sales. By switching from on-premise call center equipment to the inContact portfolio of cloud-based contact center solutions, CarSafe was able to **»increase from 90 percent uptime to 100 percent uptime, »reduce ongoing and long-term call center expenses, »expand operations by 10 percent in less than 10 minutes, »streamline call center operations for an enhanced customer experience, »leverage call metrics to maximize advertising dollars »and enjoy a more flexible, scalable and profitable operation.**

Business

Extended vehicle service contracts
www.carsafe.tv

Challenges

- Improve uptime
- Reduce costs
- Keep customers happy
- Quantify company performance
- Streamline operations
- Enable business growth
- Ensure legal compliance

Results

- Achieved 100 percent uptime
- Improved overall call quality
- Eliminated ongoing hardware, upgrade, licensing, and maintenance fees
- Enabled fast and no-cost call center expansion
- Simplified call center management
- Enhanced the overall customer experience
- Enabled better decision making
- Optimized and better targeted money spent on advertising

Constant Uptime

Before moving to the inContact solution, CarSafe had been using an NEC system that would often randomly crash and put an immediate stop to the inbound flow of potential sales. Typically, when the NEC system went down, it would require a reboot that would take anywhere from five to ten minutes or more to return to service. Every minute it was down cost CarSafe in sales. The potential hit on business was so bad that CarSafe actually took out an insurance policy that would kick in if it ever lost phone service for more than a certain period of time.

After years of dealing with its old phone system being down for approximately 10 percent each week, CarSafe decided it was time to put an end to downtime and take advantage of Software-as-a-Service (SaaS) provider inContact. "We lose a lot of money if we're not selling every single day," says Chris Scholl, Senior Manager of Information Systems at CarSafe. "So, it's critical that our phones stay up all the time. In the past year since we started using inContact, we haven't experienced a single outage. Not only do we always have dial tone now, but we have clear, crisp call quality with no latency or echoes. inContact has provided us an all-in-one solution that has never failed us."

More Capabilities, Less Cost

Before choosing inContact, CarSafe evaluated several other competing call center offerings. All the other solutions they looked at required a hardware investment between $100,000 and $200,000 per site, and that didn't include fees for licensing and yearly maintenance. But the costs didn't end there. Since CarSafe was located in an older and relatively small facility, deploying new customer premise equipment would have required new racks, an electricity upgrade, additional air conditioning units, and more.

"As we looked at the whole expense path for the other call center offerings, they were like a black hole of money," Scholl says. "The savings we get with inContact are significant. We pay a flat monthly fee that includes everything from integrated voice response, automatic call distribution, seats for all our agents, long distance costs, reporting tools and more. And

since everything is hosted, there's no added cost if we want to expand our facility or open other sites. Also, as time goes on there won't be expenses for replacement equipment or upgrades like we'd have with other solutions."

By going with inContact, CarSafe has also been able to recognize IT cost savings in terms of deployment and management. "Installing and getting inContact up and running was a breeze," Scholl says. "It would have taken days or weeks to set up one of the other solutions. But we were able to implement the entire inContact system and go live in a few hours. We didn't have to configure any network switches or run any cable. We just needed a standard RJ45 Ethernet cable at every cubicle and we were ready to go. It was seamless, with no problems."

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>
> Chris Scholl
> Senior Manager of Information Systems
> CarSafe

Easy Expansion

For CarSafe, adding additional call center stations with inContact has been simple as well. "Occasionally, a manager will tell us they need six or so new stations set up in just a matter of minutes," Scholl says. "The hardest part is literally just putting together the cubicles and finding a computer. inContact streamlines everything so well that we can expand our operations by 10 percent within as little as 10 minutes."

However, fast and seamless expansion isn't limited to just adding new call center workstations. inContact makes it easy to quickly add a completely new call center site as well. "We are constantly looking at opening other offices or even moving from our current building," Scholl says. "With other solutions, if we wanted to expand or move we'd have to spend weeks scrambling to set up servers and an entirely new telephony system. But with inContact, as long as we have a live fiber optical connection, we could get an entirely new call center up in a matter of 48 hours and experience no downtime."

Comprehensive Power and Flexibility

Much of the ease of deployment derives from the inherent power and flexibility provided by the comprehensive inContact hosted platform that comes complete with an Automatic Call Distributor (ACD) so customers can get to the right agents as quickly as possible, customizable Interactive Voice Response (IVR) to reduce costs and improve call

flow to help callers get the results the they need, Computer Telephony Integration (CTI) for reducing contact handling times, and the network connectivity necessary to run call centers from virtually any environment. Additionally, it has the ability to provide both TDM and VoIP connectivity, as well as local and toll-free numbers.

With their old system, CarSafe struggled just to keep more than one queue going. Now, with inContact, the company can create and customize multiple customer queues that can route by skill and availability, provide caller specific information, prioritize calls, block calls, record all calls and more. And creating call flows for the IVR is as simple as drag and drop.

"inContact makes it almost too simple, even though their capabilities are so deep and expansive," Scholl says. "inContact lets us create an experience for our customers that is unique to Carsafe. When you call us, you hear prompts specific for CarSafe. You hear the same voices that you'll hear later on. You'll be notified of queue times and waits. inContact not only provides us a tool to make it easy talk to the customer, but it allows us to keep customers happy as well."

More Intelligence, More Profit

One of the biggest benefits that inContact provides is its ability to help CarSafe get the most out of its advertising dollars. CarSafe spends a significant amount in postage each month, and 95 percent of the phone usage at CarSafe comes from inbound calls in response to mailers. The reporting and trending tools that inContact provides let CarSafe see the exact response it has received in various geographic locations from its mailers. This type of business intelligence lets CarSafe target its marketing dollars for maximum benefit.

"The reporting tools in inContact are amazing," Scholl says. "inContact lets us pull up call statistics and follow trends in full color, easy to read graphs. We can compare and contrast call histories. It gives our managers a great picture of what's going on in the call center so they can tweak things, make better decisions and allow the center to run more efficiently. inContact also gives us the ability to quantify each month who is calling in response to our advertising. This helps our owners know where to spend on advertising so we can get the best return on investment and greatest profit."

In addition to all the tools and capabilities that the inContact solution has provided CarSafe, CarSafe is just as pleased with its relationship with inContact. "Beyond having a really killer platform with great technology, inContact has great people that support and help you all along the way," Scholl says. "The people at inContact are smart, courteous, and they always get back to you fast with a reply or answer. The entire experience with inContact has been extremely positive and simply amazing."