

DIAL INTERACTIVE CASE STUDY



**A SIMPLE SOLUTION
TO A COMPLEX PROBLEM
MAKES A BIG IMPACT**

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Executive Summary

Profitability is the key to a successful business. Since it costs six times as much to add a new



customer as to retain one, companies are rapidly adopting a customer-centric approach to help build a competitive differentiator. In today's virtual and connected

marketplace, customers have more choices than ever about where to spend their money and how to express their opinions about the companies they do business with.

This logic drove AT&T and Dial Interactive to help the client develop a plan that would reduce operating expenses and improve efficiencies by optimizing their existing infrastructure in their call center technologies so they could become more customer-centric. Here's an example that seems simple on the surface, but not so once we explored further.

Our story revolves around a global leader in equipment supplies with over 5,000 dealerships worldwide. These dealerships are located in small rural communities across the globe which makes it challenging to implement technology infrastructure and to find skilled talent to manage sophisticated applications. Like all



businesses, this client relies on their suppliers, dealers, and product licensees to come together seamlessly, so customers have an exceptional experience when dealing with individual branches. The client prides themselves on their image, as their brand has stood for quality for over a century.

The parent company has its own stores, as well as franchised locations. Dealerships have autonomy and are empowered to make their own decisions. However, this autonomy can cause challenges, especially when it comes to complex communications. Independence has its advantages, yet the synergy with systems and purchasing power from a larger pool is powerful, time-saving, and impactful on business processes.

Their dealerships, both company-owned and franchised, needed to be aligned with the whole community to support a synergistic relationship with dealers, suppliers, and manufacturers. This was not happening. Here is where our story begins.

The Problem

Each dealership was hindered by older legacy phone equipment that impaired customer service processes, and made it difficult to keep up with the latest trends customers expect. Some of the phone systems were becoming obsolete and were no longer being supported because their manufacturers had sunsetted those systems years prior. To fix these issues, the parent company rolled out a global Cisco enterprise solution. The company needed to leverage their investment and offer this to their branch and franchise operations.

This solution helped, but still left important needs unmet. Instead of a seamless and consistent experience the customer was encountering fragmented dealings with the company, blemishing the brand's image.

Many locations were handling inbound calls in different ways. The client needed the individual who was answering the phone to be able to see the caller's info. The person answering the call could not tell if the caller was a customer, a supplier or a vendor. Management knew it would be ideal to have the caller's unique identifier showing their unique history, but they had no idea how to do it. The only options they could find were very costly and complicated.

Communication is key, especially with a phone system. The systems did not talk to each other and there were no standards across the individual locations. The dealerships needed information pulled from their custom CRM system to route the call appropriately; for example, callers were kept on hold for over 20 minutes, and were being dropped or routed to the wrong department. This caused the caller to lose patience with the dealership and lose trust in the brand.

Broken systems and processes made achieving first call resolution near impossible. There was no synergy with over 5,000 dealerships. The situation was frustrating and negatively impacting revenue to both the end customer, who was missing deadlines, and the parent company. It also caused missed opportunities.

The Solution

AT&T had been a valued partner of the customer for many years and was hired as a consultant to help find a solution to this problem. AT&T has had a trusted partnership with Dial Interactive for almost a decade. DI is a vendor agnostic contact center expert. Together AT&T and DI

were able to find a solution with minimal expenditures and few resources. Our solution offered significant savings and a big impact on improved efficiencies.

Our team discovered what they could do with their existing Cisco Unified Communications Manager that no other vendor could see. We uncovered that they could deploy a simple Java application in order to increase the benefit of the existing national Cisco system. This is compared with expensive, cumbersome solutions vendors were trying to sell them to the tune of millions of dollars in capital expenses.

Options offered by other vendors were less than ideal. One option for dealers to source and buy their own solutions was problematic for small rural locations. The dealers had to understand and respond to their local customers' needs in specific regional areas. There are many challenges with separate locations needing custom integration, and there is a huge benefit if you can repeat a solution at each location.

The existing Cisco solution provided only a basic phone system with a simple menu, not sophisticated enough for their needs. Such limitations make a queue feature difficult because multiple people may remain on hold and come into a hunt group. The dealer's network needed to tie their phone systems into the other systems so they could enter the account number into the Interactive Voice Response application. This would show them a screen popup and enable them to make informed routing decisions. Having knowledge of the many different touch points by using screen pops gave them access to see holistically into the caller's account.

Our client needed to enable the customer and dealer to complete their tasks as quickly as possible by leveraging their in-house call management solution. Real-time access to information would be a key to solving this problem. This required optimizing workflow and



creating economies of scale. By allocating call flows we could help each branch reduce headcount, which could help reduce operating expenses.

DI's expert Contact Center System Architects realized that using Cisco's Jabber phone client would give them access to many features including instant messaging, mobile apps and web features, and best of all the Jabber license was included in the Cisco Unified Workspace Licensing (CUWL) phone license. This simple fix made a huge impact with little burden to the process. This type of knowledge, to uncover solutions, takes years of experience, smarts, and being unbiased to see all perspectives of each part of the infrastructure.

We concluded and suggested that optimizing the existing infrastructure would provide the best ROI by reducing operating expenses, and helping to enhance the customer experience dramatically. Money would be saved on labor, and sales would increase because they would no longer miss potential opportunities.

Through an organic and collaborative discovery process, like peeling back an onion, DI and AT&T



discovered greater value in the client's investment. As experts in the contact center space, we are educated about the many solutions and have knowledge of both the pros and the cons of these solutions. We could see and uncover smart options other vendors with vested interests could not see. Simply put, we solved the problem with using existing infrastructure and minimal investment.

The client was ecstatic they had such a simple solution to a complex problem. DI and AT&T were able to help the client's IT staff and telecommunication department look like champions to their leadership by meeting business objectives and coming in under budget. DI and AT&T provided them a powerful plan of action they could implement. This plan was estimated to save them millions of dollars in capital expense by avoiding having to purchase thousands of additional licenses for \$1,600 each.

By considering the big picture and knowing the fine details of the design, people, process, and technology, we empowered the client to get more out of the technology they already had.

Benefits

The client was able to leverage a world-class solution throughout the organization including the headquarters, parent owned dealers and franchise locations. The solution provided economies of scale and improvement in the workforce. This solution enabled them to use best practices in customer service, improved performance, and allowed for replicating processes. By leveraging a large scale project deployed across the globe, individual dealers were able to achieve so much more.

Conclusion

Dial Interactive and AT&T designed a road map with the architecture in phases for an optimal in-house solution. The client's staff was empowered to roll out the solution themselves; which saved them money, time, and resources.

Reduce operating expenses and improve efficiencies by simply optimizing existing infrastructure.

The right path turned out to be a relatively simple one with enormous cost savings. Simple, yet complex. Having the knowledge, and unbiased perspective solved their problem. Keep it simple, and engage a third party unbiased thought leader to take a look at your 'challenge' so you can see where you are and understand where you want to go. DI and AT&T are able to help make a smart path to get there. Should be simple, but it is not. What is simple is calling Dial Interactive today.

CALL US TODAY

Adopting a customer-centric approach is not an ideal, but rather an action plan. The first step is to determine how to place your business goals into actionable recommendations. DI and AT&T will help your team put empirical and specific validation to your customer contact objectives. We will help make a comprehensive action plan, and also help you develop the business case and related cost justification to get a good plan into action.

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