



Call Center Studio Case Studies

Unearth the stories behind how we have assisted businesses around the world in order to deliver superior class communications experiences that drive business growth.

[Contact us](#)[See other case studies](#)

eBay Subsidiary

From On-premise to Cloud with Salesforce Integration

Case Study

Introduction

1. Problem
2. Solution
3. Implementation & Technical Approach
4. Client Benefits

You can contact partners@callcenterstudio.com for more detailed information on this case study

Problem

The client is a subsidiary of eBay, and one of the biggest e-commerce companies in the world. Their operation had an on-premise Avaya solution in place as their call center infrastructure.

Problems were numerous:

The Avaya platform was not able to meet most operation demands:

- Unable to cope with peak periods such as special days and holidays due to lack of scalability of the on-premise solution.
- The operation had a hard limit of 150 concurrent calls and was unable to handle more requests simultaneously.
- Lack of scalability led the operation to disconnect calls entirely after this limit to keep their service levels unaffected. Callers were disconnected without knowing the reason.
- Difficult to integrate with other software
- Agents had to continually switch screens between their CRM (Salesforce) and the calling software interface because there is no integration.
- On-premise system: remote work migration had to be done with VPNs, leading to connectivity problems during calls.
- Insufficient reporting capabilities.

Avaya and the partner network was unresponsive:

- The vendor's partner was not fully engaged with the client's requests, such as IVR changes for special days and holidays.
- Neither Avaya nor the regional business partner offered consultancy or know-how for the optimum use of their product.
- Development needs and feedback of the client were never considered.

Due to combination of the limited capabilities of the product and the insufficient support from the vendor, the call center operation of the client remained primitive. There were even no self-service IVR functions implemented, and reporting was managed through spreadsheets.

The management decided to go with Call Center Studio for a solution to all these problems.

Solution

Call Center Studio delivered and rapidly implemented the client requests in two weeks:

Salesforce integration with embedded CTI allows agents to work from single-screen in addition to many other benefits of integration.

Cloud infrastructure meant unlimited flexibility for integrations, for the scalability of the operation and remote work during the Covid-19 outbreak.

Call Center Studio's Project Team worked together in collaboration with the client. Teams exchanged ideas by sharing their experience in the industry and what needed to be accomplished. Call Center Studio, as always, offered consultancy, know-how and best practices to implement them.

- Self-service IVR functions were implemented
- Caller ID controls that check for the caller segment for efficient queue distribution
- Exclusive and priority-based call queues for Key Accounts, frustrated callers

Advanced reporting functions and integrated business intelligence tools offered the client modern and up-to-date monitoring and reporting capability.

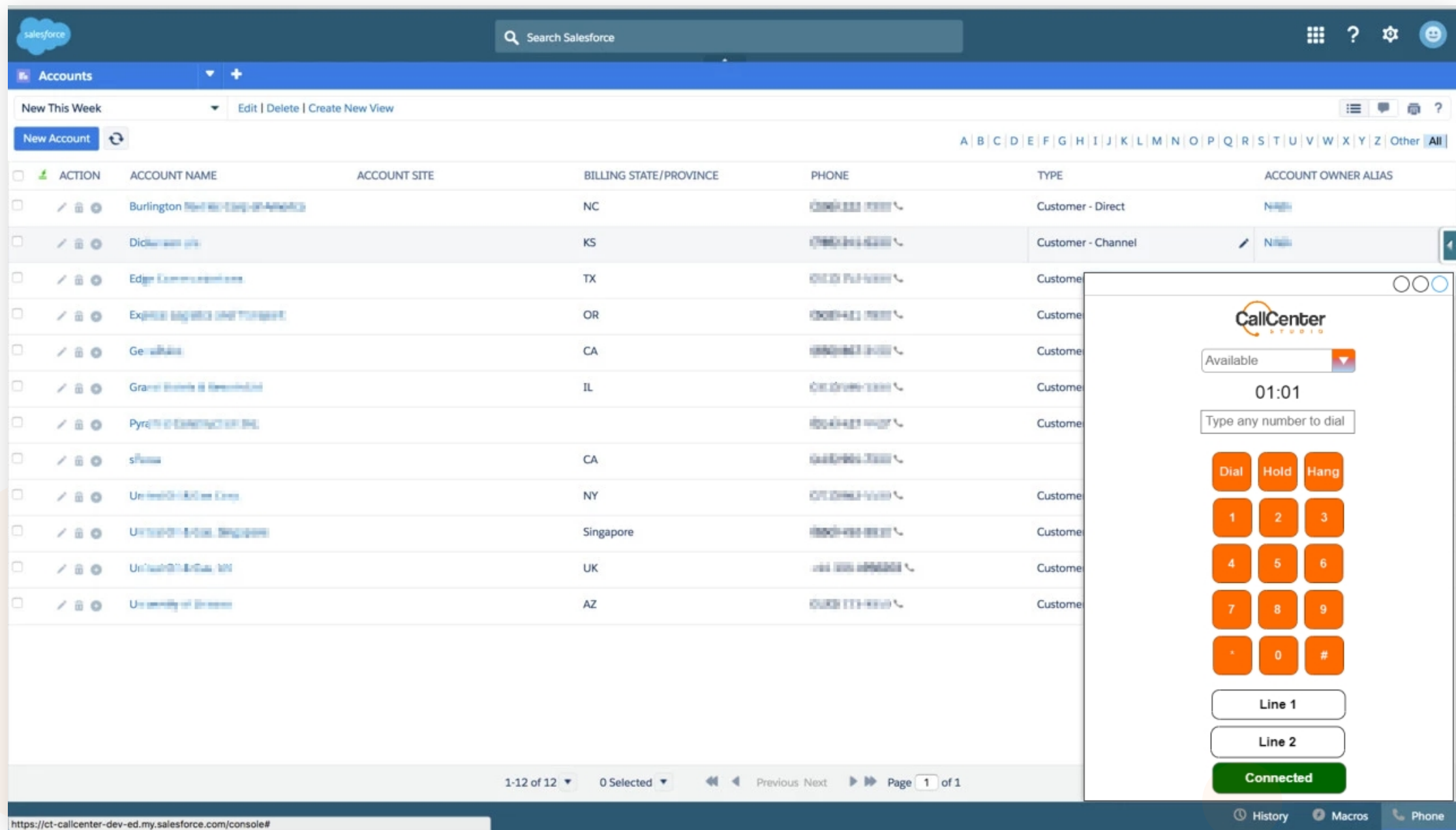
Implementation & Technical Approach

The client's IVR configuration was copied over, and a Salesforce integration was built from scratch for the client in two weeks. This process was undertaken through the collaboration of Call Center Studio Integrations team, and the client's operation and project managers who developed modifications on the Salesforce side using Call Center Studio's Public API.

The integration embeds the CTI adapter for Call Center Studio in the Salesforce interface and enables agents to operate on the single-screen of their Salesforce CRM.

Salesforce integration's customer page pop up feature allows for the identification of callers based on their phone numbers and their associated accounts in the CRM, enabling call distribution according to the caller segment.

Different configurations for "buyers," "sellers," and "key accounts" were set up.



Call Center Studio working embedded into Salesforce through CTI integration

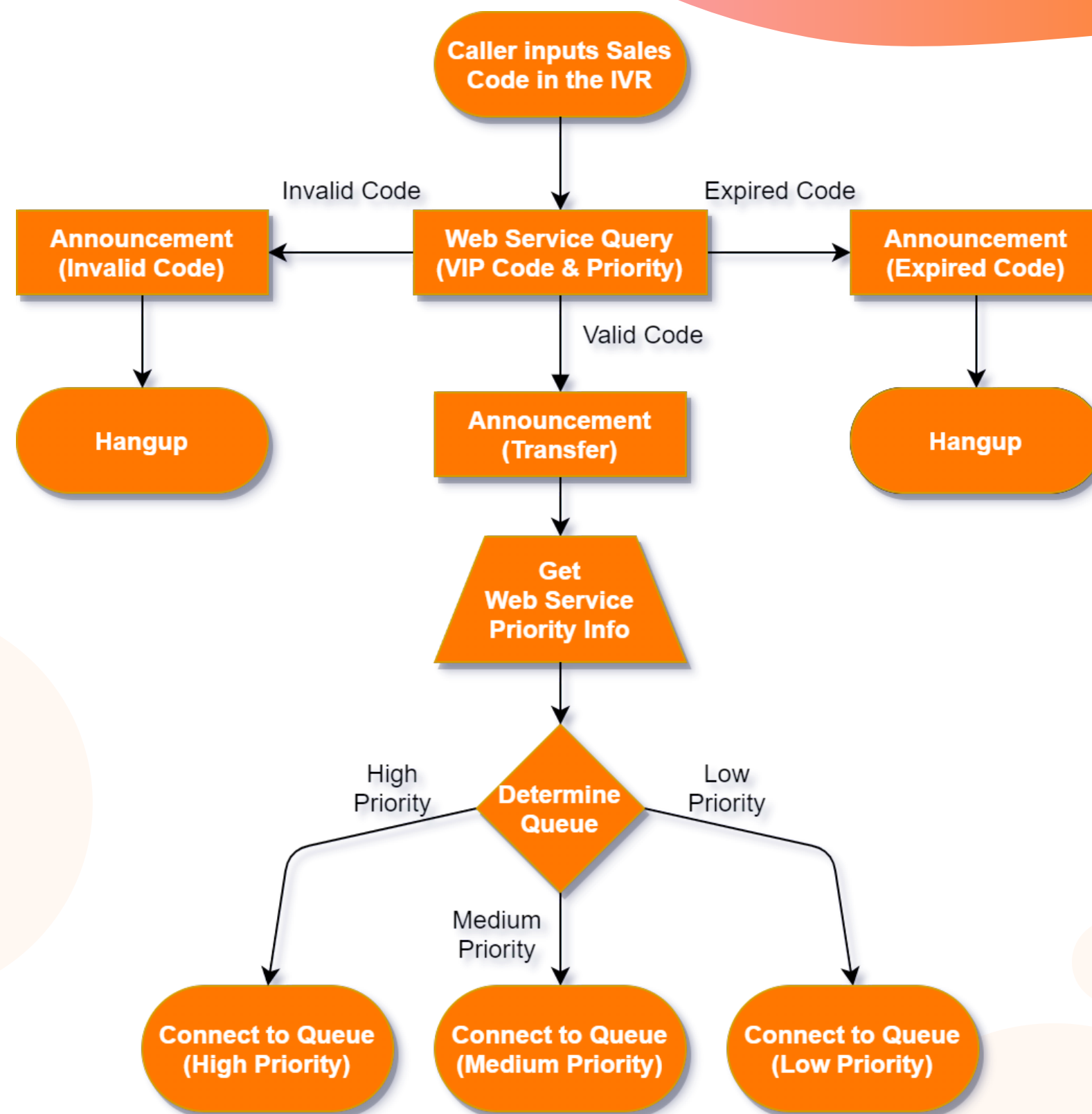
Key accounts, those callers who spend more than a monthly minimum, are directed to an exclusive, dedicated queue where they receive premium support and without having to wait in regular queues.

These callers are then routed to customer satisfaction surveys. The questions in these surveys are pulled randomly from Salesforce, according to the customer's journey, purchase history, and various other details. The answers for the satisfaction survey are then entered into the Salesforce CRM back automatically through the integration.

The relevant customer cards in Salesforce are also automatically created upon caller's requests in the IVR. Previously, agents had to switch screens between their call center software and Salesforce to open these tickets, losing valuable time in their interaction with callers.

The integration automatically records all customer actions, including IVR inputs, and gets the ticket ready in front of the agent as the caller connects to them.

The IVR tree was configured to allow the caller to input the sale code (a unique code that identifies customer's purchase) to determine the specific case they call to get information. Through the Salesforce integration, this information is automatically entered in the relevant customer card.



IVR tree for Automatic Queue Priority determination through Salesforce Integration.

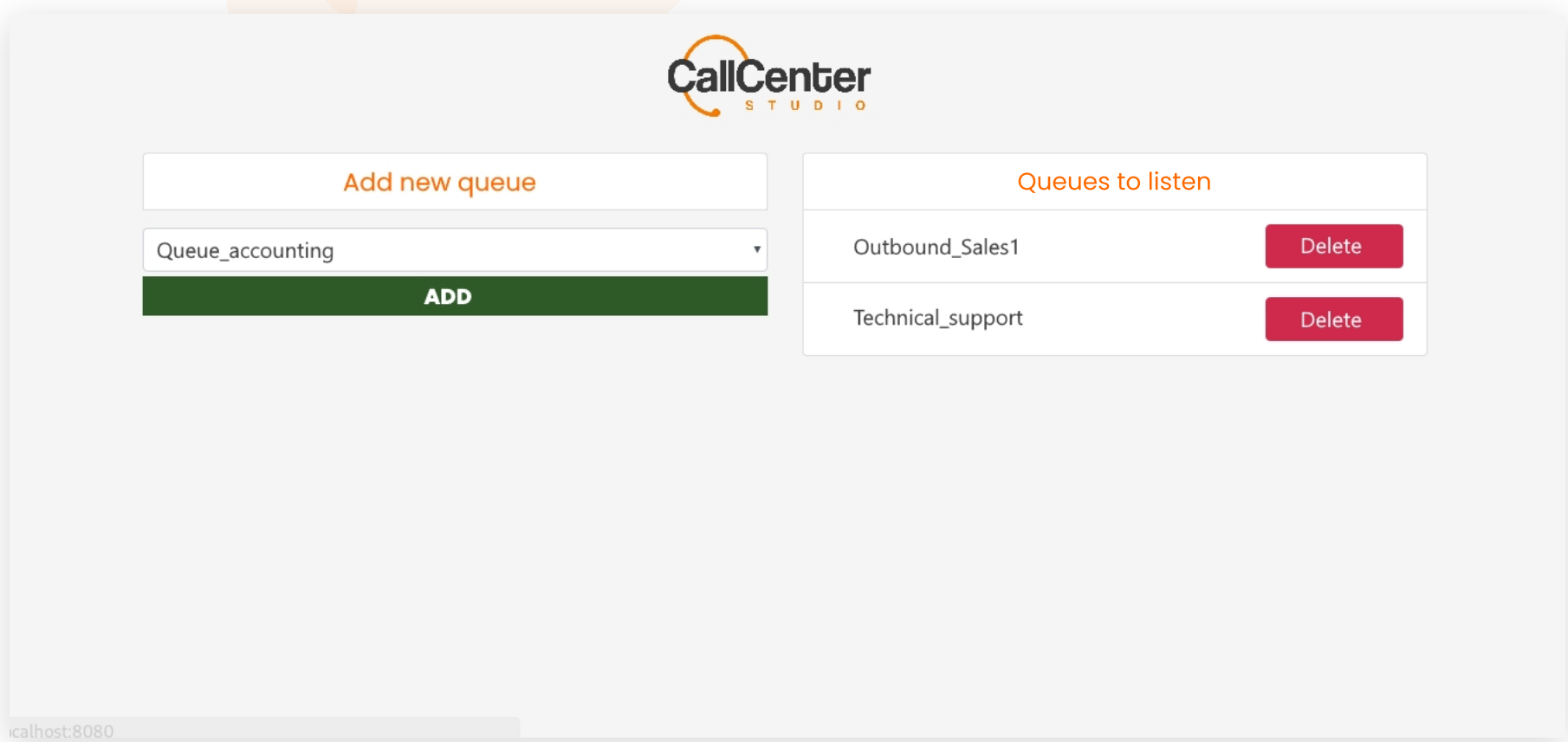
Previously, agents were asking the caller their sales & purchase information during the call losing valuable time and bothering clients on the call. The callers who do not know their sale code would be directed to the website where they can see the code.

If a caller calls the operation with the same sale code more than three times in a day, they are directed to a particular queue, where the agents know the caller is frustrated and act accordingly. Thanks to the Salesforce integration, agents can see the caller's full history and the details of the current case.

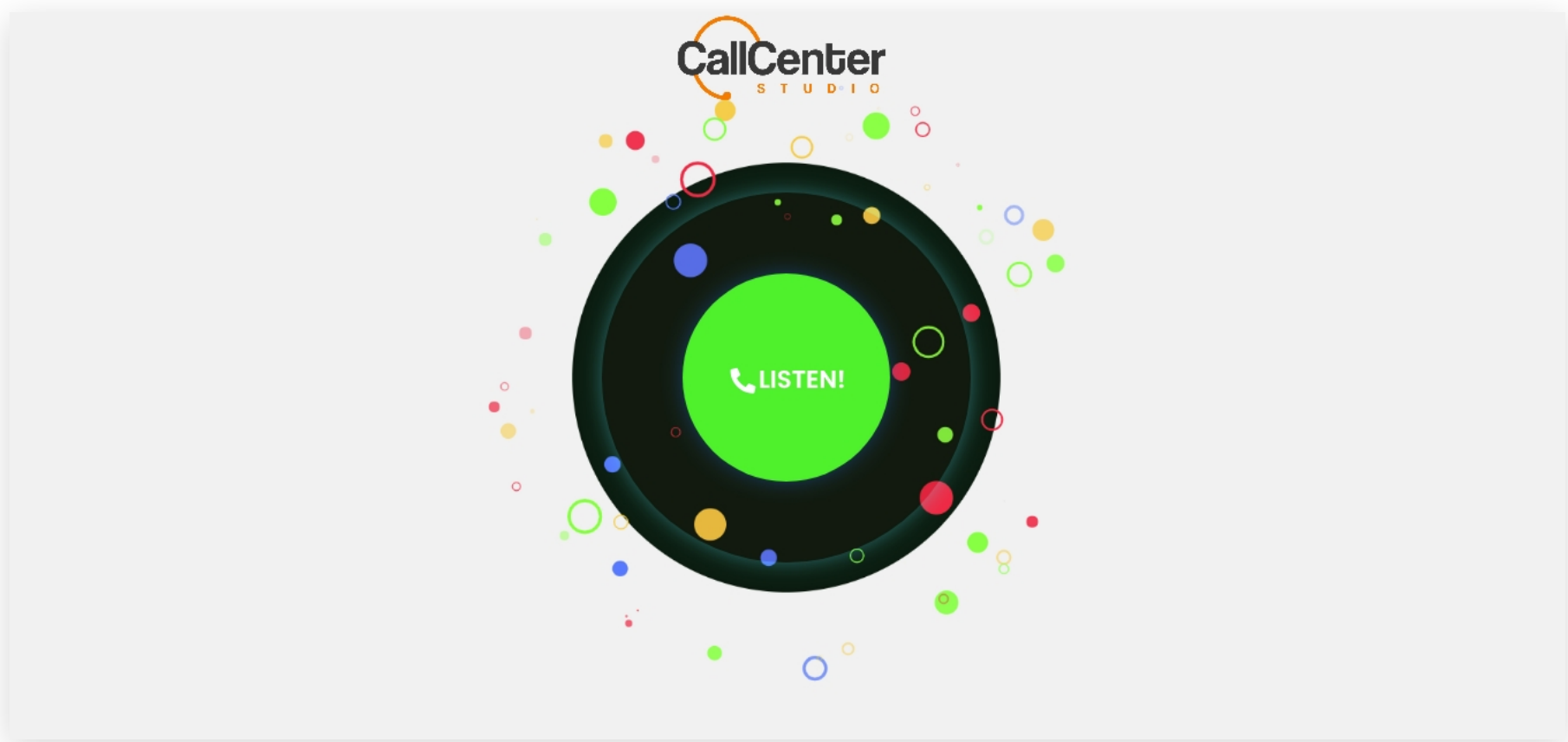
Inquiries by customers regarding their cargo status were making up most of the calls coming to the call center. Call Center Studio made a self-service IVR implementation for this request with cargo tracking API from eBay. The cargo information can be read to the caller as a TTS announcement, sent to their phone number as an SMS, or emailed. In the case of email and SMS channels, the Salesforce CRM is triggered through its integration with Call Center Studio.

For further optimization of the client's operation under the consultancy of Call Center Studio, custom queue alerts were set up. Also included are estimated wait time and queue position announcements for the callers. The alerts can be customized for different queues and notify the supervisor via email, SMS notifications, or both when waiting callers reach a specific limit.

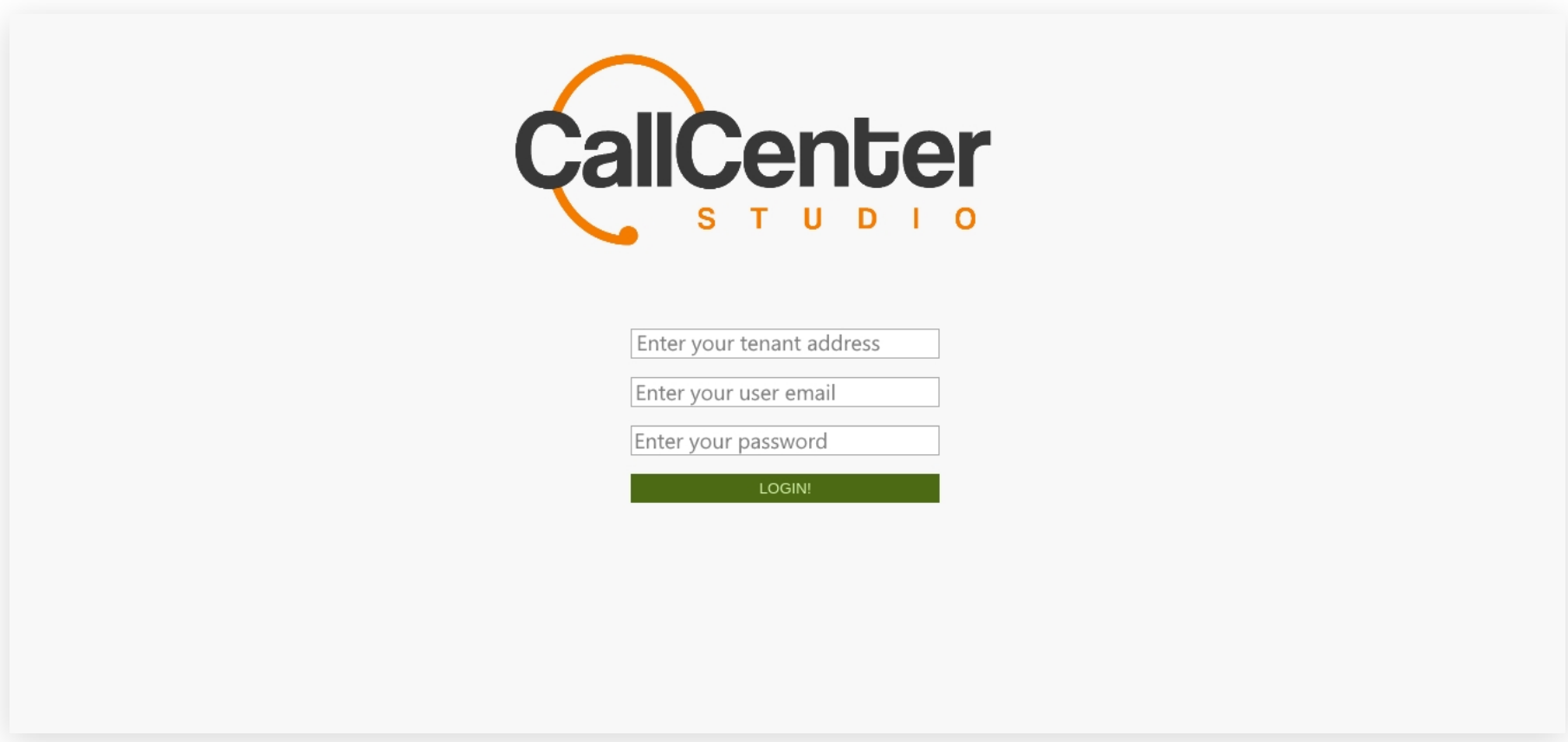
Additionally, a "random call box" feature was developed for the client. The live agents and ongoing call lists are connected to an anonymous interface. Through this interface, any call at random can be listened live upon request, in compliance with the GDPR, and hiding of sensitive data. Upper management frequently uses this feature to monitor the operation. Interaction quality improves when the agent knows that their conversation can be heard from top management.



Admins of the operation can select which queues will be included in the random call box



Once someone with access to random call box clicks listen, a random call from the selected queues starts playing live without disclosing any information about the parties, saying in-line with data protection regulations.



Thanks to the multi-tenant configuration of Call Center Studio's cloud infrastructure, although explicitly developed for one client, this feature was incorporated for the use of all other users of Call Center Studio.

The arbitrary limit of 150 concurrent calls was no longer an issue, allowing each customer to be distributed to queues regardless of the call traffic. The client's operation stretched across two locations and could be analyzed as a whole or individually. Reports for both operations can be pulled thanks to the communication through web services. Under their previous solution, the reporting process was managed using spreadsheets.

Client Benefits

The size of the client's operation was initially 70 agents with their previous vendor. After switching to Call Center Studio, thanks to the overall benefits and quick ROI, the operation currently (as of June 2020) has grown close to 300 agents.

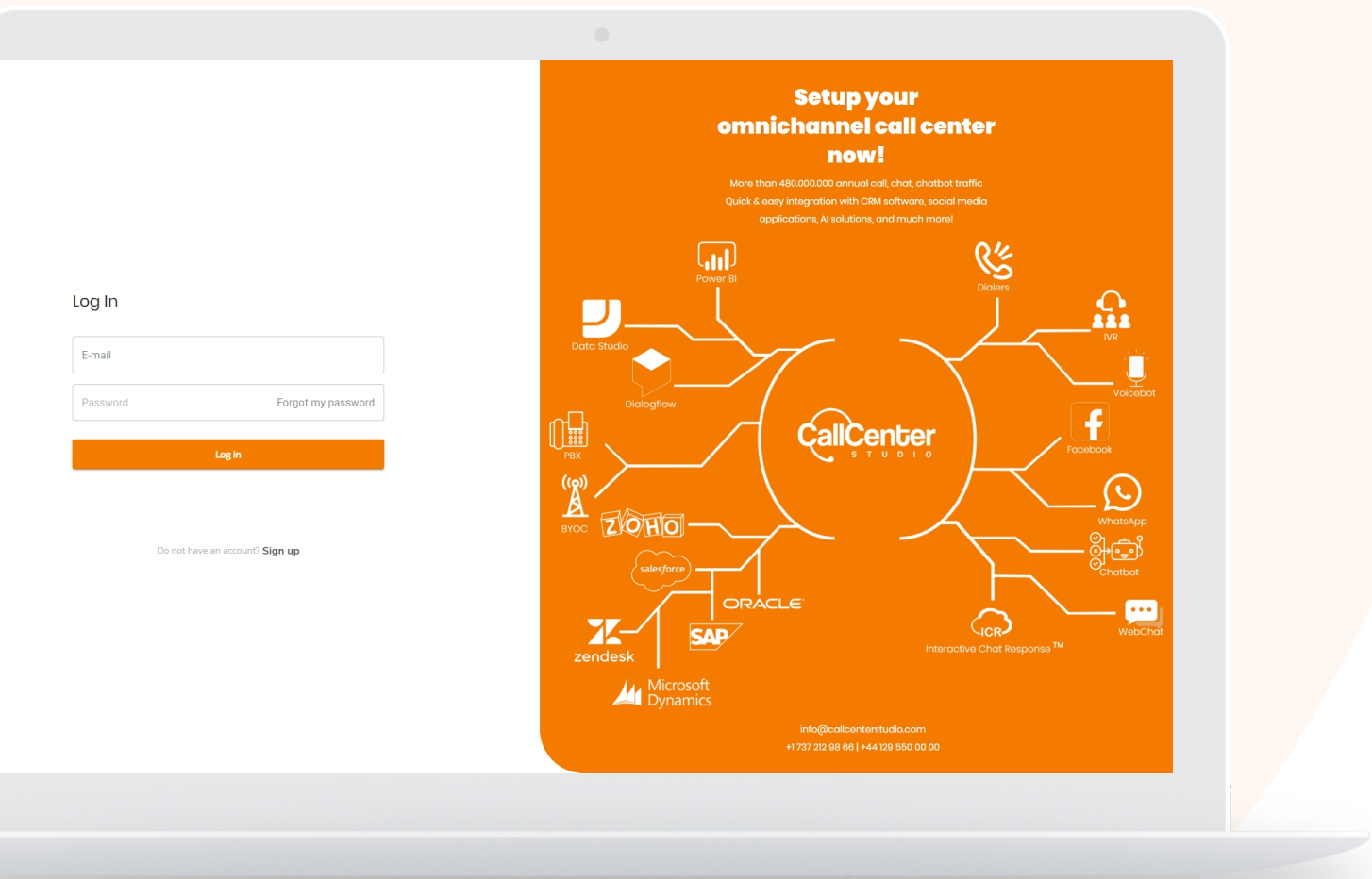
Agents had to switch screens to use the CRM and the call center solution under their previous vendor. They looked for and updated information manually, which made them lost valuable time during these mundane and repetitive tasks. Salesforce integration through Call Center Studio's embedded CTI adapter offers many benefits such as click to call, automated ticket and case creation, updating caller information, logging of records, saving agents' time, and increasing operational efficiency.

Unique configurations were set up to handle the peak demand with self-service IVR functions such as cargo tracking TTS, freeing agents valuable time in the especially busy periods.

Automatic caller segmentation increased conversation quality and first call resolution rates. This increase in operational efficiency also led to decreased talking time for agents, which meant lower wait times in queues, and increased customer satisfaction.

Easy management and integrated reporting made it easy for client's managers to oversee their operations across two different outsourcers. Custom reports were set up with the help of business intelligence tools such as Google Data Studio. Customized reports allowed the operation managers to see the data and metrics they would like to see precisely the way they prefer, saving all the hassle associated with using spreadsheets with their limited capability.

In-house advance reporting of Call Center Studio also meant that mistakes and data manipulation when transferring the data from one software to another was no longer an issue.



What's Next?



+44 129 5500 0000

Call us



info@callcenterstudio.com

Mail us



www.callcenterstudio.com

Visit us

Happy customers



Contact

T +1 737 212 98 66 | +44 129 550 00 00

M info@callcenterstudio.com

Follow us on social media!

