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— Richard Riga
Director of Support, Technology and Development, AnswerX

AnswerX

AnswerX Reduces Overall Call Handling Time by 50 Percent with inContact

AnswerX, based in Orlando, Fla., develops and hosts a customizable and flexible CRM product designed to support the specialized needs of its call center and answering service customer base. The AnswerX Intelligent CallCenter product integrates with leading database applications and virtual ACD (automated call distribution) products providing such features as screen pops, user interfaces for information handling, multiple messaging delivery options and case management tools. In addition to its proprietary CRM software, what makes AnswerX unique is its in-depth integration and support expertise in helping businesses convert their operations, teams and agents from a facilities-based operation to “the new age of virtual operations”, explained Richard Riga, director of technology, support and development for AnswerX.

The Problem

The AnswerX business model is a virtual business model. “All of our developers, sales, support and business relationship specialists work primarily from home offices,” said Riga. When it came time for AnswerX to upgrade its call handling technology, Riga’s evaluation team looked at several solutions. “We tried to tweak an on-site legacy ACD product to handle our virtual workforce needs, but that didn’t work well. So we invited three leading hosted contact handling solutions to demo and bid on our application. We tested each of them for 30 days. Our evaluation team voted for inContact® – unanimously.”

The Solution

Among the key criteria the team evaluated were:

Size of agent desktop application. They were seeking a small agent desktop application that would not take up too much screen real-estate or interfere with a customer’s screen pop information.

Integrate easily with Salesforce.com, a critical operational tool for the AnswerX team. The inContact database integration tool, inControl™, links directly into the master database, enabling advanced data queries and posting of important customer information.

Ability to support AnswerX’s investment in IP phone equipment at each team member’s home office.

Strong reporting capabilities, with the ability to track individual and team metrics to provide a real-time view of the service provided by each team

Ability to customize each supervisor's management dashboard and provide live monitoring capabilities to team managers.

Application flexibility. The ability to create highly customized, interactive menus that branch out to multiple queues as well as deliver step-by-step instructional information used to guide new customers through a "start-up" procedure, then, at the end of the instructional process, deliver the caller to the appropriate AnswerX team member.

Simple, easy-to-understand pricing model, with the flexibility for growth

Easy to work with. Responsive pre- and post-sales and installation support.

Flexible connectivity options. Single vendor for both the hosted contact handling application and the connectivity services into that hosted application.

One of the big selling points of inContact, over the other two hosted contact center vendors, according to Riga, is the company's flexible connectivity options. "I was able to integrate our existing telephony infrastructure with the inContact platform, saving us time and money," said Riga. "Additionally, inContact is able to provision AnswerX customers with their own local inbound or toll-free numbers, allowing our customers to own and control those numbers, not AnswerX, which is exactly what our customers want."

The Business Benefits

Implementation took only a week, after the scope of work was agreed upon. Setting up a team member took all of 20 minutes, according to Riga. Because of the way inContact was programmed to deliver a call – utilizing a customized IVR (interactive voice response) with database integration and flexible skills-based routing with preferred priority – overall talk time per call was reduced by 50 percent.

"Our average service level went from 70 percent to 100 percent. All calls are now answered in 30 seconds or less. With improved routing and database integration, overall, we are saving about a minute per call," said Riga.

About AnswerX

AnswerX provides customized CRM solutions for the call center and telephone answering service industries allowing organizations to utilize home-based agents and provide redundancy for disaster recovery. For more information on telephone answering service products, please visit www.answeralliance.com. For all other information, please visit www.answerx.net.



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