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— Lisa Williams
Director of Customer Service and Support, Apptix

Apptix

Apptix Selects inContact as Core ACD Infrastructure For Customer Service Improvement Initiative

Every day over 13,000 organizations and 140,000 subscribers worldwide rely on Apptix to provide critical on-demand messaging and collaboration services. In 2005, this rapidly growing application services provider determined it would establish its customer service function as a key competitive differentiator, a decision that led to the selection of inContact as its core Automatic Call Distributor (ACD) technology.

The Challenge

An aging PBX, coupled with hunt-group call distribution capabilities and no reporting or statistical analysis, was hampering Apptix's vision to be “the” premier provider of on-demand messaging and collaboration services to the small and medium-sized business market. The customer service organization, which had grown rapidly through acquisition, was spread across three states, with plans to expand to India. Hold times during peak periods were averaging 10 minutes.

“Customers were not satisfied,” admitted Lisa Williams, Director of Customer Service and Support. “The PBX was not performing and I needed to eliminate one of our outsource vendors from providing full time customer

support.” Williams was, in her words, “very far down the process of vendor selection” when her IP Services partner recommended inContact. Because Apptix delivers its services via a hosted model, Williams was very comfortable with inContact. “Unlike the other vendor solutions we reviewed, inContact caught my eye. We selected inContact for its feature set, pricing and its hosting model.”

The Solution

From planning to implementation, the deployment cycle took only 35 days, which included the porting of inbound telephone numbers to inContact.

The inContact Call Back feature immediately helped Apptix improve the customer contact experience during peak periods. Instead of remaining on hold, Apptix now offers an automated Call Back. The system enables the caller to drop off the line, while holding the caller's place in queue. When that call comes to the front of the queue, the system automatically calls back the customer and connects the call to the first available agent. “Now our customers are able to remain productive - not just sit there with a handset held to their ear,” said Williams.

Business Benefits

Automated customer quality surveys, real-time agent activity reports and call detail reports have helped Williams and the Apptix management team get their arms around the performance of their Customer Support operations. "We assigned dedicated toll free numbers to specific customer groups and enabled our customers to select which solution they are calling in about," explained Williams. "Now I can see which solutions and which customer bases are generating the most calls. Prior to inContact, all I could see was how many phone calls we received." She uses this data to drive staffing and improve department service levels.

"Launch day was interesting," recalled Williams. "We had a power and connectivity outage in our building that day and the PBX we were using to route calls to agent stations went down...hard." As a result, the Apptix

team immediately implemented their inContact disaster recovery plan, which meant all agents came up on cell phones instead of desktop devices. "We continued to take calls over cell phones for about seven hours. Our business continuity plan worked to perfection," said Williams.

Apptix has been completely satisfied with both the product and the inContact support staff who have assisted with the implementation and ongoing support. Given this, Williams plans to maintain, and possibly expand, Apptix's relationship with inContact in the coming year.

About Apptix

Apptix (OSE:APP), founded in 1997, is a premier provider of on-demand messaging and collaboration solutions to over 140,000 subscribers across more than 13,000 organizations worldwide. It's Software as a

Service offerings, including Hosted Microsoft Exchange, Hosted Microsoft SharePoint, Mobile Messaging, and Archiving and Compliance, provide small and medium-sized businesses with a reliable, secure and cost effective alternative to purchasing and managing software applications in-house. For more information, visit www.apptix.com.



7730 S. Union Park Ave, Suite 500
Salt Lake City, UT 84047

877-401-7227 (877-401-SaaS)

www.inContact.com
info@inContact.com