

“Being from the call center world, I can say, after using inContact for over a year and a half, this is the best system I’ve ever used.”

— Adam Reader
Manager, Filter Development and Customer Service, ClearPlay

ClearPlay

ClearPlay Delivers High Quality Customer Service with inContact

ClearPlay, founded in 2000 in Salt Lake City, develops filter technologies that enable consumers to skip and mute over graphic violence, sex, nudity and profanity when playing movies on various consumer electronic products, such as DVD players and digital video recorders.

Problem

As a fast growing company, ClearPlay wanted to conserve cash yet provide a high level of service to its customers and prospects. The company considered outsourcing its customer service, but decided it could control the customer experience more effectively if it managed this function inhouse. “Delivering high quality customer service is part of our business plan,” explained Adam Reader, manager of Filter Development and Customer Service for ClearPlay.

Reader had been in the customer service business for over eight years. Prior to ClearPlay he had worked for one of the largest telemarketing outsourced companies in the world, Teleperformance and had managed operations ranging from 5 to 20 call centers. “I knew what was possible,” he said, “but I also knew at ClearPlay I didn’t have the budget or the technical staff to maintain such a system onsite.”

Solution

Instead of installing a PBX, ClearPlay chose inContact as its call handling system for tech support, customer service and sales. It is configured to skills-based route inbound calls to the technical and sales team, and to load level the general customer service calls, so that no single person gets too many of the inbound calls. What really got Reader’s attention, though, were the sophisticated reports, monitoring and recording tools available for training purposes.

Business Benefits

ClearPlay uses the call recording features for more than just training purposes. Reader shares recorded customer complaints and requests with the management team to drive product enhancements and development. When asked about implementation, Reader replied it was a “turnkey” process. “The (inContact) system just works without me having to get our IT guys involved. I can’t remember a time from my previous experiences that we didn’t go down at least once or twice a week. Being from the call

center world, I can say, after using inContact for over a year and a half, this is the best system I’ve ever used.”

About Clear Play

ClearPlay develops advanced Parental Control technology embedded in consumer products, offering up to 14 different filter settings that filter violence, sexual content, and profanity on any purchased or rented DVD movie while it is playing. For more information, visit www.ClearPlay.com.



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