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Former Director of Consumer Affairs, ConAgra Foods

# ConAgra Foods

## inContact Saves ConAgra Foods \$1 Million by Moving From an Outsourcer to a Home-Based Model

ConAgra Foods has been an inContact<sup>®</sup> customer since early 2007. In addition to the inContact ACD, ConAgra Foods utilizes inContact Feedback<sup>™</sup> and inContact Workforce Management<sup>™</sup> for their Consumer Affairs department, consisting primarily of about 100 at-home agents.

ConAgra Foods was seeking a solution that would meet two primary objectives: lower operational costs and enhance the consumer's experience. “My vision has always been to ‘wow’ and delight our customers,” said Krystal Sautter, former director of consumer affairs at ConAgra Foods. “While we attempted to work with our current outsourcer to get us from being less transactional and more relational, we never really experienced any break-through progress. We had also been experiencing some on-going service issues, then we found inContact.”

The company considered all the options to meet their goals from an employee-based brick-and-mortar solution to outsourcing with an at-home provider. ConAgra Foods also spent time evaluating whether to build their own on-premise contact center infrastructure or go with a hosted Software-as-a-Service (SaaS) platform.

### The Solution

This multi-national food giant decided to consolidate its call center functions and operations away from a leading national outsourcing provider and bring them in-house,

using an at-home model. The decision to move to the at-home model provided an overall lower cost solution and stepped up the company's customer service levels.

“After comparing all the options, and after hearing the many success stories of other at-home programs, we felt the answer was clear: an employee-based virtual workforce, supported by a hosted solution, would meet our two objectives of cost reduction and increased customer satisfaction,” stated Sautter.

### The Requirements

Once the at-home hosted model became the solution, ConAgra Foods spent some time determining who the provider would be. The project requirements included: a tight implementation timeline, integration with their existing CRM tool, scalability based on fluctuating contact volumes, multi-channel connectivity based on skill set, and the ability to administrate script changes and placement.

“We knew we needed to focus on a call management/call routing solution first, along


with a workforce management tool, but we also knew that we would want to add a customer satisfaction tool and an eLearning tool later on,” noted Sautter.

These solutions were important to ConAgra Foods because they would help to maintain critical connectivity with their at-home agents while achieving inherent service level benefits. Key outcomes included being able to measure customer satisfaction, keep agents involved in scheduling, and the ability to prioritize multiple contacts such as phone, email and scanned letters which would result in improved agent productivity.

“inContact became the perfect solution to meet our needs,” said Sautter. “We knew that integration efforts can be challenging with different providers, but inContact offered the components we needed and could integrate. Additionally, we have all the functionality we need to create and change scripts instantaneously.”

### Operational Benefits of inContact

Through labor savings, reduced attrition and



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the elimination of CapEx, ConAgra Foods has experienced a \$1 million cost savings by moving from an outsourcer to a home-based model. “Our current turnover rate is 20% annualized. This compared to seeing an annualized turnover rate of over 100% at times with our outsourced provider,” stated Sautter.

To enhance the consumer’s experience, inContact provides the ability for customer’s needs to be met in a variety of ways, such as speech recognition or self-service. Agents have enhanced capabilities because they can manage multiple contacts all at once without missing a call. ConAgra Foods utilizes both the screen pop and whisper feature to alert their agents of a call and give them the ability to help the customer more effectively.

“Our team now receives an average of a dozen calls per month from consumers who call back to speak with a supervisor or manager to express just how impressed they were with the level of service they received from the rep. ConAgra never received those calls before,” said Sautter.

ConAgra Foods does 100% call recording and can listen to calls directly from the CRM application as needed. “I’ve also been very impressed with the ease of use and integration of call recordings. The scalability of inContact is another great feature. All it takes is a phone call to add the needed ports and increase our call volume,” remarked Sautter.

### inContact Feedback

ConAgra Foods has also experienced many operational benefits as a result of utilizing inContact Feedback. “inContact Feedback has proven to be a reliable, insightful and powerful tool for everyone on our team. Our average customer satisfaction score this year is 96.7%. The industry average is mid-70%,” noted Sautter.

Since the at-home reps have access to their customer feedback, this allows for continuous self-improvement. ConAgra Foods also uses the consumer’s feedback for performance measurement and goal-setting. Agents have access to the system all the time and can look at their own stats or compare with the overall numbers.

inContact Feedback can be used to elevate a dissatisfied customer in the case of service recovery. The in-house group can then make sure to call the customer back and assist in further resolving their issue.

Also valuable to ConAgra Foods is the survey results, which are used in a variety of ways, beyond just the agent and call center manager. The feedback even helps with product development as many of the customer’s comments are sent to the plant that produced the product.

“Our employees are empowered when they receive this level of feedback on our products. This tool has been able to go far beyond the agent

level to help inform, motivate and challenge everyone in our company to know and do their part to make the customer experience better. This is much more valuable than just handing our executives or other managers a report with charts and tables,” said Sautter.

“While inContact is the only tool in the SaaS arena we have used, I feel confident that it really is, between the scalability and the ease of use, a positive and invaluable return on our investment,” remarked Sautter.

### About ConAgra Foods

ConAgra Foods is a Fortune 250 manufacturing company of food products and food ingredients. Through channels such as grocery retailers, restaurants and other foodservice suppliers such as hospital and school cafeterias, this company is the trusted name behind many leading brands, including: Healthy Choice, Chef Boyardee, Egg Beaters, Hebrew National, Hunt’s, Orville Redenbacher’s, PAM, and Banquet, among others. Their consumer brands are found in 97% of U.S. households and 26 are ranked first or second in their category. To learn more about ConAgra Foods, visit [www.conagrafoods.com](http://www.conagrafoods.com).



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