



National Marketing Resources Creates a Profitable, Scalable Call Center with Smart Call Agents[™]

National Marketing Resources (NMR) provides entrepreneurial education, training and consulting to real estate, ebusiness and infomercial clients looking to start their own businesses. NMR has worked with thousands of clients to help them start successful enterprises. Through online promotions and infomercials, they generate a high incoming call volume for client businesses.

Business Challenge

NMR's challenge was to keep pace with their rapid growth and maintain high customer loyalty. Several years ago David Jones, with 11 years experience in call center management, started as Client Services Manager with NMR. Jones took charge of two call center groups with a total of 55 live in-house agents.

At that time, the groups he managed were answering only half of the incoming call volume and customer service was not generating any revenue. "We needed to handle 1500 calls per week and the existing telephony system was not sophisticated enough to enable scaling to handle the volume. "

His goal was to revamp the customer service operations to provide better customer service, handle call volume more effectively and generate more revenue from the call center. The addition of Smart Call Agents along with a new telephony system has resulted in a substantial improvement in both customer satisfaction and revenue generation.

The Solution

Jones applied his expertise in developing the optimal blend of people and IVR technology to maximize revenue and improve customer

Smart Call Agents Business Benefits

- Helped double previous year's customer service revenue in 6 months
- Improved customer service and met service level targets
- Now answer 70% of calls within 30 seconds
- Improved customer satisfaction with fewer agents

service. He chose a call automation system from SmartAction because the underlying intelligence of its Smart Agents enables them to handle even complex calls cost effectively and significantly improve call center performance.

“We found that Smart Call Agents are really good at handling transactions that don’t require human intervention.”

The initial application campaign focused on promoting a real estate book through TV infomercials. All inquiries came in by phone, so Jones added Smart Call Agents to handle fulfillment and billing questions.

“The most important thing is to understand the technical solution and the business model needed to make this work. IVR solutions operate 24/7/365 and Smart Call Agents result in a more scalable call center than physical agents alone. Smart Agents have 100% occupancy. They don’t take lunch breaks, accrue no sick days, don’t need training, or spend time handling outbound calls and email like live agents do. They are always available.”

“We found that Smart Call Agents are really good at handling transactions that don’t require human intervention. We appropriately route calls that need the personal touch of a live agent and keep the right kinds of calls in the automated system. It gives us the best possible results.”

Results

Once NMR implemented the new telephony system with SmartAction, they were able to meet their forecasted 70/30 service level target, answering 70% of incoming calls within 30 seconds.

In addition, says Jones, “We have already doubled our 2009 customer service revenue in a little over half the year. SmartAction has been great—very responsive to our problems—and the entire team has worked together to quickly resolve any issues. I’m very impressed with their service and the stability of the solution.”

“By adding Smart Agents we were able to keep our customers satisfied and we were able to do it with fewer agents. The initial run was so successful that we have expanded it to other campaigns.” Since the initial application, SmartAction has implemented another similar project for NMR and a third application is being developed. On the second application, Smart Call Agents are not only providing order and billing status to clients but are also processing cancellations, a task previously handled by live operators. On the newest application, Smart Call Agents will provide FAQ information about the product to prospects and also take orders from customers.

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