



Major Agricultural Machinery Manufacturer's Contact Center Improves First Call Resolution Using Intelligent Wallboards

CHALLENGE

- Improve agent response times
- Raise first call resolution percentage
- Make agent data visible to the entire center in real time
- Integrate Cisco data with Salesforce CRM data

SOLUTION

Inova Solutions Contact Center Digital Signage and Marquee Desktop applications keep company representatives fully aware of their performance levels and Salesforce case status, leading to improved responsiveness, positive and informed behaviors, and better workload balance.

BENEFITS

- Delivered visibility into service data never before benchmarked
- Improved responsiveness for greater dealer satisfaction
- Reduced call duration by 50% during peak times
- Promoted agent self-management

A leading agricultural machinery manufacturer provides its dealers with the tools and support services they require to be successful in a highly competitive market. The company provides sales support for its dealers via a dedicated dealer liaison team as well as a contact center team. Support is provided through applications on mobile devices, computer systems, webbased ordering systems and providing knowledge-based training.

"Our competitive difference is delivering 'quality' in everything we do—superior equipment and services that help our dealers stand out in the eyes of their own customers," said one company executive. "Our centers ensure our dealers have all of the right systems in place to do business with us in highly efficient ways and our training helps them effectively sell our products."

The company staffs a contact center where dealers can source particular pieces of equipment for their selective customers. "In the world of agriculture, farmers have precise equipment needs when making a buying decision; for example, he has particular requirements regarding a tractor's hydraulics, engine horsepower, cabin features, and much more," explains the executive.

While the individual dealer liaison team may resolve a dealer's question in about 15 minutes, a contact center coordinator may need three days or more to locate a farmer's chosen piece of equipment. "In the contact center, our coordinators support dealers by finding the exact piece of equipment that matches the needs of his customer—whether it's getting it moved from another dealership, getting it shipped, or getting an order placed and prioritized in the system.

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Winning in this business is all about getting the right piece of equipment to the dealer within the right timeframe.”

Gaining visibility

With high expectations at stake, company management decided to provide both teams with visibility into their performance levels as well as case information from Salesforce. They contacted a trusted service provider that recommended the use of “intelligent” wallboards. “We looked to them to provide us with the best options in the market. That’s how we discovered Inova Solutions,” the executive explains.

Even though the company uses Cisco’s robust contact center application, company management found some tangible advantages provided by Inova Solutions when compared to Cisco’s Supervisor and Finesse desktop applications. “We found the Inova solution was much more complete; it was more of what we wanted and needed. It integrated well with our existing Cisco infrastructure and with our Salesforce application. This level of integration was a major decision factor for us.”

Inova Solutions’ consultants worked with the company to understand its business and the intended use of the information. “They had some excellent questions, which was what we were looking for in a partner,” says the company executive. “Inova helped us clarify and validate what we thought we wanted and needed for better managing our call centers. It was a very collaborative experience.”

The company now relies on four large format LCD screens in its call centers, using Inova Solutions Contact Center Digital Signage and 50 Inova Marquee desktop applications providing real-time performance data to

management and to all agent desktops, including aggregated call volume. In addition to the contact data it displays for the two groups, the wallboards also display case data from Salesforce, a critical piece for measuring success and customer satisfaction.

Quality resolutions

In the dealer liaison group, agents achieve 95% first call resolution with help from the Inova Solutions LCDs that show agent status captured in real time from the Cisco Unified CCX system: who is logged in, how long they’ve been on the phone, if they’re at lunch and other designations.

Data displayed on the digital wallboards and desktops monitors the status of all the queues and alerts managers if dealers are waiting too long in one particular queue, so that assistance can be immediately provided. Also displayed is the number of open cases by agent from Salesforce, which gives management visibility into the workload. “Integrating Salesforce case data with call metrics on the wallboard display is critical. It helps us achieve a balance, making sure we have the coverage where we need it—the right people in the right queues. It also gives us a sense of who’s busy, who’s not and who may need some help.”

In the contact center, the status of coordinators is also a key metric. Dealers calling in are handled by coordinators divided into three different regions. Wallboard and desktop data shows the average time to resolution and the average age of a case from Salesforce. The real-time visibility ensures no case goes longer than promised and enables coordinators to get the right piece of equipment to the dealer in the needed time.

“We watch for any case that gets to be seven days. When a case reaches this threshold, we escalate any concerns to get the answers we need to move the case forward.”

Paying for performance

Initially, company representatives were apprehensive about performance results being displayed on wallboards and desktops—a reaction expected by management. “Since quality plays into all that we do, including the staff’s annual performance reviews—and we pay on performance—it wasn’t long before everyone realized this tool would help show that they’re doing the right things, that the results go into overall quality assessments.”

As for the visibility the wallboards have delivered, company leadership is equally pleased. “We now have solid numbers, benchmarks. A lot of habits have just naturally changed with awareness. The length of calls has dropped from a 20-minute average down to a 10-to-12 minute average. When things are not backed up, coordinators can engage in a bit more conversation with dealers, building stronger relationships. When it’s busy, they know to minimize it. We have improved responsiveness and have reduced complaints. Having visible information is powerful.”



Since 1984, Inova Solutions has been helping contact centers improve performance through the actionable use of real-time performance metrics and consolidated reporting. To learn more, visit www.inovasolutions.com or call 1.800.637.1077.