



## Leading Office Products Retailer

## CASE STUDY

“West at Home’s high quality agents combined with West’s flexible and scalable infrastructure, enabled us to surpass our service goals while driving down call center costs. In addition, West was able to adapt and scale to meet our changing call volumes which allowed us to quickly divert call traffic from internal call centers during a major natural disaster, giving us an effective business continuity solution”.

*- Vice President of  
Customer Service*

*Leading Office Products Retailer*

### OBJECTIVE :

#### **Maintain High Quality Service While Lowering Customer Care Costs**

One of the world’s largest retailers of office products was looking for a cost-effective, high quality customer contact solution to manage their business customers’ inbound calls that were being handled in their existing internal call centers. The company needed to find a more financially effective solution that still maintained their high standards for quality and service.

Initially, the company tried using several outsourcing providers to handle their incoming calls, but as the company’s busy season approached, it became apparent that their current vendors could not handle the surge in call volume. The retailer turned to West to provide a highly scalable and flexible solution that could be brought to market quickly, while delivering a superior level of care to their valuable business clients.

### THE WEST SOLUTION :

#### **A Flexible, High Quality Solution Featuring Work at Home Agents**

West’s experienced team of professionals worked closely with the retailer to determine the ideal solution based on their aggressive timelines. Initially, the program started off with 100 agents located across two call centers handling several call types, including; orders, shipping inquiries, billing questions and returns. Then, after sixty days, West was able to transition their customer calls to West at Home, an all home agent solution, which at its peak supported over 250 concurrent agents.

As one of the largest providers of work at home agents in the nation, West was able to quickly tap into a large base of highly skilled, highly educated agents located across the country. West worked with the client to develop a series of customized product and service training modules that every agent had to be fully certified on before handling any calls. Through this process the client’s culture was continuously reinforced which ultimately helped the agents provide a higher level of service.

Incoming customer calls were routed from the retailer to West’s Virtual ACD (VACD), which then intelligently routed the calls to the best available agent based on performance metrics provided by the retailer. The VACD infrastructure is a direct extension of West’s highly flexible IVR platform which gave the client a high level of stability and reliability, ensuring that all their calls were answered as quickly as possible by the most qualified agent. West also provided the client with a comprehensive and user-friendly web-portal that delivered call statistics in real-time, allowing the company to make quick and informed decisions.





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The West at Home solution incorporated a wide range of agent performance and data measuring tools, including the ability to record 100% of all calls. These tools allowed West to provide the retailer's customers with the best possible care. West also empowered each home agent with access to a highly skilled support staff who could assist with calls and provide feedback when necessary to ensure that all callers received a consistently superior level of service.

#### THE RESULTS :

##### Improved Customer Experience and a Savings of over \$15 Million Annually

With the West at Home solution, the office products retailer was able to deliver a higher level of service to their clients. In fact, West's home agents consistently outperformed the client's goals for product knowledge, average length of call and overall call experience. This highly effective home agent program not only improved customer satisfaction and retention, but it ultimately helped to significantly reduce costs and increase revenue.

By utilizing West at Home and other home agent providers, the retailer reduced their average cost per call by more than 40% which resulted in an annual savings of over \$15 million. Through the use of the home agent program, the company was able to further reduce expenses by eliminating all costs associated with managing their own facilities.

West's experienced home agents and highly flexible VACD infrastructure, not only allowed West to increase call capacity by 20% during the company's busy season, but West was able to react quickly during a major natural disaster. Within a matter of hours after the initial contact from the client, West was able to begin processing a brand new call type and call volume quickly spiked to over 8,300 calls. West was able to process over 95% of the new incoming volume while maintaining and exceeding call quality levels across the board. The flexibility and responsiveness of the West at Home solution provided the office product retailer with a highly effective business continuity program that allowed them to maintain critical service levels in the face of a major disaster.

#### WEST CORPORATION : A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies, organizations and government agencies. We help our clients communicate effectively, maximize the value of their customer relationships and drive greater profitability from every interaction. Our integrated suite of customized solutions includes customer acquisition, customer care, automated voice services, public safety, conferencing, and accounts receivable management services. These solutions combined with our experienced personnel, cutting-edge technology and advanced systems make it possible for us to help companies become more successful in business.



For more information contact us at:

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or visit us at [west.com](http://west.com)