

## Case Study

**Vertical TeleVantage® with Custom Interactive Voice Response (IVR)**

# Utix Group, Inc. – TeleVantage Provides the Ultimate Call Center Experience



“The task to build an internal call center operation is a large undertaking. A company has to take the time to really understand and reflect upon call center needs for today, but also outline a strategy of where they want to take their call center in the future. CT Source and Vertical took the time to understand our needs and helped us map out a master growth plan. The other quotes we received were for an IVR toolkit only, and we needed a complete solution. The TeleVantage solution was able to deliver all the big-company functionality we need now and for the future...and for less money!”

Dan Merrill, SVP  
Operations, Utix Group, Inc.

**A leading pre-paid gift card company, Utix Group, Inc., employed an outsourced call center organization to solicit new customers and to assist card recipients with card activation and redemption. As the company grew, Utix wanted to move the call center function in-house so it could more closely monitor customer service issues, provide more sophisticated business data for decision making purposes and reduce business costs. Utix installed the Vertical TeleVantage™ business communication system with a custom Interactive Voice Response (IVR) application that has helped Utix run its business more effectively and deliver dramatic bottom line cost savings.**

Based in Burlington, Massachusetts, Utix Group, Inc. provides prepaid gift card experiences to corporate and retail buyers with access to a first-class network of participating golf courses, ski resorts, movie theaters and spas throughout the United States and Canada. Utix Experience Tickets™ are typically given as a gift, incentive or reward and are offered without restrictions or blackout dates through two distinct distribution channels: direct corporate sales and consumer sales at mass merchandise retail venues. Utix recently announced an arrangement to offer its products in over 6,000 CVS/pharmacy® stores.

#### THE CHALLENGE

Utix has a two-tier sales model made up of a large corporate account sales team and a call center sales-and-support staff responsible for soliciting new customers and assisting cardholders with customer service issues, such as card activation to account balance inquiries to locating participating retailers.

As market demand for Utix Experience Tickets increased, Utix began to reassess its business decision to outsource its call center. Call center costs were rising, and it was apparent that Utix was quickly outgrowing its contracted call center organization. Utix executives frequently requested supporting call center data to aid in decision-making regarding new marketing program initiatives. The outsourced call center company, however, was unable to consistently and accurately track Utix programs and delivered incomplete and unusable reports. Utix also wanted to reduce the number of calls coming into the call center by implementing an IVR system that would direct callers to a specific transaction function or live person. As their call center requirements became more specific and sophisticated, Utix sought a new solution to help it run its business more effectively and deliver bottom line cost savings, specifically, reduced per-call costs.



## **BRINGING CALL CENTER ACTIVITIES IN-HOUSE**

Efficient call management is the key to a profitable contact center. When calls are routed quickly and accurately, both agents and customers enjoy a valuable and pleasant interaction. A major benefit of TeleVantage is its intuitive, user-friendly and award-winning ViewPoint™ desktop call management software, which enables simple point-and-click and drag-and-drop operations for dialing, queue management, customer database access and many more operations.

## **CONFERENCE BRIDGE SAVINGS**

Conference bridging was another budget expense that was steadily rising. Using TeleVantage Conference Manager, Utix was able to end its dependency on a third-party conference bridge service, saving Utix approximately another \$6,000 per year.

## **SUPPORT FOR REMOTE CALL CENTER AGENTS**

TeleVantage now handles all incoming calls during weekdays, weekends and on holidays. On weekends, holidays and during peak periods, incoming calls are routed through TeleVantage but sent to an outsourced call center staffed by both onsite and remote home-based agents. The beauty of this implementation is that even though call center responsibility is toggled back and forth between the Utix in-house call center and the outsourced agency, all tracking and reporting metrics are captured in TeleVantage for a single, unified view into daily, weekly and monthly call activity. TeleVantage call recording capabilities also allow Utix to conduct quality assurance checks to support training efforts and to ensure that calls are being handled properly at all times.

## **ENHANCED CONTACT CENTER CAPABILITIES**

TeleVantage has long included Automatic Call Distribution (ACD) and contact center capabilities in a way that is considerably less expensive than other contact and call center systems. These features help Utix better manage queue and agent performance to deliver improved customer service and lower costs. And unlike other call center products that require complex advanced programming, TeleVantage provides Utix administrators with appropriate permissions control of contact center features through an easy point-and-click interface.

## **REPORTING AIDS IN DECISION MAKING**

Utix is constantly evaluating ways to tweak their call center activities to maximize revenue, improve customer service and enhance productivity. TeleVantage Call Reporting is the best way to look at historic contact center data. With scores of reports that can be generated on demand and in real-time, TeleVantage features make it easy for Utix to gain valuable insight into business performance through reports on call volume, abandoned and misdirected calls, and response to marketing programs.

Of particular importance is the unique custom reporting field available on TeleVantage reports. This is used to capture inquiries and questions that customers ask on a daily basis. Utix uses this business intelligence to continually monitor and fine tune its IVR system to improve customer service. Changes to a program offering or procedures within the call center are based on actual customer needs versus 'guessing' what the customer wants.

# Vertical TeleVantage® with Custom Interactive Voice Response (IVR)

## ABOUT VERTICAL

Vertical Communications is one of the largest telephony vendors in North America and a global leader in next-generation IP-based business communications systems and applications, with a current installed base of over 200,000 customers. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes, from small to large and distributed, and include CVS/pharmacy,® Staples and Apria Healthcare. Vertical delivers its solutions through a worldwide network of over 1800 business partners.

## ABOUT CT SOURCE, INC.

CTSource, Inc. is a provider of voice and data communication products and services, including network engineering. Since 1983, the company, headquartered in Salem, MA, has been a pioneer in the development, installation, and support of software-based voice communication platforms that integrate the power of computers with enhanced telephone calling. For more information on CT Source, visit [www.ctsource.com](http://www.ctsource.com).

## STREAMLINED MAINTENANCE AND ADMINISTRATION

Having an intuitive phone system administrator interface makes routine maintenance – such as adding and moving phone lines – fast and easy for Utix staff. As the business continues to grow and call center needs fluctuate, Utix staff can easily manage updates. This helps reduce maintenance costs by avoiding service calls for routine tasks.

A positive telephone experience drives customer loyalty, which in turn results in repeat business and enthusiastic referrals. As Utix continues its pre-paid card marketplace success, the company will continue to rely on the latest Vertical technology to support its growing customer base. The Vertical TeleVantage business communication solution, customized by CT Source, has delivered an affordable, customized call center application that allows Utix to better manage both inside and outsourced call center operations, enhance customer service and build customer loyalty, reduce the cost of doing business, and lay the foundation to add new capabilities as future business needs dictate.

## THE RESULTS

- 87% reduction in call per minute from \$1.25 to approximately \$.13
- Enhanced customer service and satisfaction
- Improved employee productivity
- Better business decision-making
- Reduced call wait times
- Seamless call handling and reporting despite employing an outside call center organization on weekends and holidays
- Reduced telephone system maintenance costs

