

Leading Furniture Retailer Improves Service Levels with Serenova's TelStrat WFO

Broad River Retail is the largest independent licensee of Ashley HomeStore with 18 locations in North Carolina, South Carolina, and Georgia. Founded in 2003 and headquartered in Fort Mill, S.C, the privately held company employs over 500 at its stores, distribution center and corporate office.

The Challenge

Broad River Retail has a 50+ person contact center located in its headquarters in Fort Mill, S.C. Agents field a variety of inbound calls that include taking calls for all of the retail stores, customers who want to understand order status or who have questions about deliveries. The agents also place outbound calls to inform customers of the status of orders or delivery dates, as well as respond to email inquiries.

In 2017, the contact center was nearing capacity in their existing space, and the management team was given a goal: Maximize current productivity without adding staff or negatively impacting service levels. However, the management team didn't have the desired systems and reporting to measure and drive performance improvements. Spreadsheets were used for scheduling and QA assessments. Training assignments were sent out via email with no way of tracking completion. Analysis and reporting was heavily dependent on manual consolidation of data.

Wynn White, Sr. Manager of Customer Experience, began looking for a state-of-the-art technology for interaction recording, quality management, and workforce management. She wanted a solution that had the depth of features available for larger organizations, but not labor intensive to learn and manage, given the size of their current team. They also needed a solution that was scalable to support future growth.

The Solution

After an extensive evaluation, White and her team chose Serenova's TelStrat WFO for their Contact Center. They initially implemented 100% call recording, screen capture and live monitoring along with quality evaluations, coaching and eLearning components. A month later they added workforce management for forecasting and scheduling, and an agent self-serve component to allow automated time off requests and shift trades. Also included is an extensive set of management reports that provide in-depth analysis and dashboards for at-a-glance monitoring.



PBX Environment

- ShoreTel release 14.2
- ShoreTel ECC release 9
- 50+ agents & supervisors

Needs

- Ability to monitor and measure performance
- Provide real-time feedback and targeted coaching
- Easily manage intra-day schedule changes

Solution

Serenova's TelStrat WFO including:

- TelStrat Record
- TelStrat Capture
- TelStrat Quality
- TelStrat WFM

Benefits

- Greatly improved service levels
- Increased morale and decreased attrition
- Real-time monitoring of call volume vs. staffing is proactive not reactive
- Easy-to-use evaluations provide targeted feedback and coaching
- Automatic approval of time-off requests and shift trades

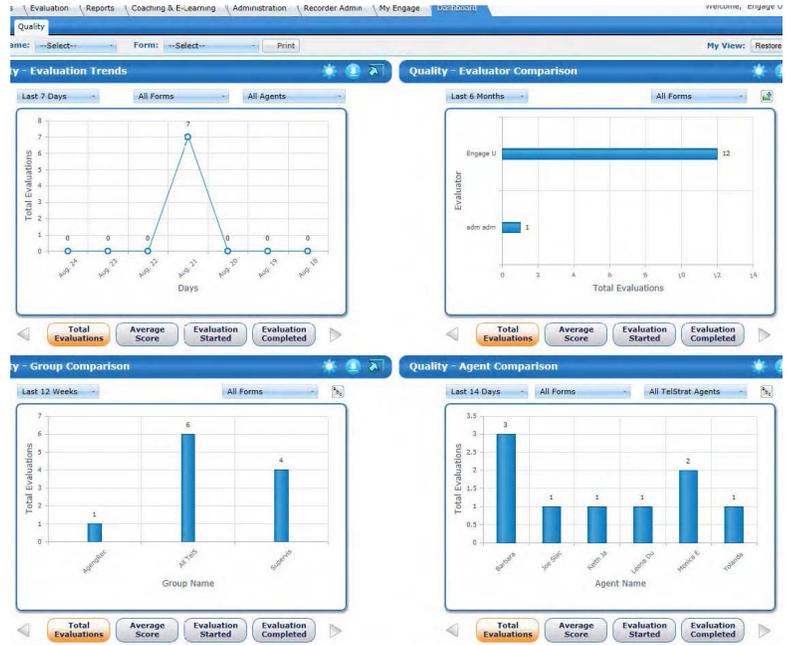
The Results

Within two months, the entire solution was being used across the center, and the impact was immediate. “The tools are easy to use and logical to navigate. And it doesn’t require a large team to administer!” said White. “It has helped us elevate our contact center performance to a much higher level.” Since implementing the systems, they have been able to roll out official performance standards and incentives because now everyone (agents, supervisors, and managers) has the tools they need to monitor and measure all areas of performance.

Other benefits include:

- Scheduling optimization resulted in improved service levels. As much as 20% improvement gains made in 2018 vs. 2017 without adding staff members.
- Ability to see call volume / staffing levels at any time and make intra-day adjustments if needed.
- Daily attendance rates have increased and attrition decreased because agents can manage their time themselves for an improved work-life balance.

White and team have put a great emphasis on agent performance improvement. She says, “The amount and quality of the feedback for coaching agents is more robust, specific and measurable, no longer subjective or anecdotal.”



ENGAGE QUALITY DASHBOARD

Evaluation questions are categorized by skill (knowledge, accuracy, etc.) and are able to be customized for specific programs and call types. They are also building an extensive eLearning library to complement the evaluations and coaching.

“ These tools allow us to run our department as efficiently and effectively as possible. Ultimately, that translates into financial benefits as we are able to improve service with the same (or less) staff.

Wynn White, Broad River Retail Sr. Manager of Customer Experience

What’s Next

The team at Broad River Retail are continuing to innovate to maintain a competitive edge. They are piloting a remote agent program to increase human capital without expanding their physical footprint. They are also evaluating additional technology solutions such as a new ticketing system and speech analytics. They also have a Voice of the Customer initiative to fully understand and influence the customer experience. And, they are sharing their experiences with other Ashley licensees who are interested in implementing the same best practices.

About Serenova (formerly TelStrat)

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, it created a true cloud contact center solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

Whether it's technology, healthcare, or retail, brands from all industries come to Serenova for its global coverage and deep integrations into the business systems used every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically. Recognized by analysts such as Gartner, Serenova is committed to building on an 18-year legacy leading the way in cloud-based contact center innovations.

To learn more, visit www.serenova.com. For live updates, follow [@SerenovaShine](https://twitter.com/SerenovaShine).

