

Cataloger Reduces Costs by 43% with Verascape Self-Service

Situation

This catalog company did not have any form of telephone-based self-service capabilities with all calls being answered by a live customer service agent. They were looking for cost savings to be used for a new order management system. A cloud-based self-service IVR application was a potential solution that they had researched and wanted to test.

Client Challenge

Despite their efforts to promote their website for Order Status inquiries, 70% of their customers still called into the call center. The client was committed to providing great customer service, but also wanted to test a self-service option for low value calls like Order Status. The objective of the test was to determine if self-service for Order Status would lower call center costs while maintaining customer satisfaction levels.

The Solution

Verascape implemented a proven and easy-to-use cloud-based IVR application for Order Status calls. The client simply added "To check the status of an order" option to their main menu.

To eliminate telephony costs between Verascape and the client, a VPN tunnel for SIP Trunk traffic was established from the client location to each of the Verascape Network Operating Centers (Chicago and Denver). SIP Refer with CTI was used to transfer any traffic back to an agent as necessary, reducing port usage on the Customer's switch.

Verascape integrated with the Order Tracking capabilities available via their website. Verascape utilized ANI or Order Number to identify the caller. Once the caller was authenticated, we provided their detailed order status information. Verascape also utilized its integration with the third-party shipper to provide detailed tracking information.

The Results

- ✓ Reduced costs for Order Status calls by 43%.
- ✓ Verascape successfully deflected 57% of all Order Status calls. (Current deflection is more than 60%.)
- ✓ Fully implemented the self-service capability in four weeks.
- ✓ Client maintained their Customer Satisfaction levels.
- ✓ No upfront development fees incurred by client.

“The self-service application works great, and we want more of it.”

Get a free proof of concept

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Cost before Verascape: **\$682,005**
(272,802 Order Status calls @ \$2.50 per call)

Cost AFTER Verascape: **\$385,068**

Savings: \$293,936 (43%)