

On Time Experts Increases Monthly Revenue Over \$50,000 By Implementing Call Processing

Overview

On Time Experts, an air and plumbing company, wanted call handlers to deliver a higher level of service to their customers without increasing strain on internal resources. They approached CallSource for help. By implementing CallSource's call processing solution, On Time Experts improved their internal processes and phone skills. The improvements resulted in a five percent (5%) increase in their call-to-conversion rate, translating to an additional \$50K in monthly revenue.

Challenge

Randy Kelly, owner of On Time Experts, will take any opportunity to improve his team as he knows there is always a way to get better. "We train and coach our technicians, our installers, our salespeople, so why not do the same with our CSRs? They're first in line when they're talking to clients. We knew we wanted to help call handlers, but there isn't enough time in the day to spot check calls for quality control, let alone document employee performance."

Solution

On Time Experts, familiar with call tracking for attribution, wanted to implement call handler scoring to not only track performance but create employee incentive programs to improve performance. CallSource provided an easy solution to upload pre-recorded phone calls into the system and analyze each call based on a customized scorecard. On Time Experts are now able to consistently track employee performance and provide their agents with KPIs for improvement. Their call center manager concentrates on training agents and recapturing mishandled opportunities rather than spot checking calls and manually tracking performance. Once CallSource started scoring the calls and providing consistent call data, Call Center Manager Stacy Hale implemented call handler strategies to improve their call conversions.

“ We knew we wanted to help call handlers, but there isn't enough time in the day to consistently spot check calls for quality control, let alone document employee performance, we needed help. ”

In just over 6 months of working with call handlers, On Time Experts have increased their overall call conversion rate by 5%. This increase has helped them add an additional \$50,000+ in revenue.

“The most impactful part [of the program] is being able to expand the CSR team. The scoring has allowed us to onboard employees quicker to get everyone up to speed fast so they can convert calls to appointments, so the guys in the field are booked,” states Stacy.

The dashboard allows management and call handlers different views – everyone sees what is important to them.

“We had no idea how much CallSource call processing and scoring would impact our business. We wanted it as a tool to help CSRs, but now we can measure the impact it has had on our business,” says Randy.



Curious to discover how we have helped other businesses like yours?

“Using Five9 and CallSource together has freed up my time so we don’t have to score calls ourselves, provided customizable scoring criteria and objective insight we need to coach our team, and saved thousands on developing an internal scoring platform! We have seen productivity and performance improvements with conversion rates and overall customer service.”

Melissa Santa Maria
Dream Center Manager
Frasier Enterprises

Contact a CallSource representative for more information.

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