Case Study

AnswerNet

answerNet
Call Center Solutions

AnswerNet provides customizable Inbound, Outbound and E-bound call center and outsourcing services for over 35,000 clients throughout North America.

Michael Schmoyer, Director of Technical Services at AnswerNet said "CallScripter is the logical next step for AnswerNet as scripting technology for the Call Centre industry continues to evolve. It is intuitive, simple to use, and affordable too. It offers a number of sophisticated tools and functions that automate working processes, allowing us to improve customer service through reduced on-boarding time for our client's programs."

Kevin Ellis, of CallScripter said "AnswerNet have fully embraced our software throughout the organization from Board Room to call centre agent, and have continued to work closely with our Professional Services Team to quickly configure the solution to their specific needs. Both parties view the working relationship as a partnership, and share any best practice solutions or suggestions. This ensures we remain close to our customer, and continue to understand their needs, however complex and challenging they may be."

The Business Need
AnswerNet's mission is to provide the people, services and technology to allow their clients to run their business the way they want to – that means ensuring that technology solutions are cost effective, implement seamlessly, and are robust enough to handle a very wide variety of scripting needs for a complex and wide range of service option ranging from telemarketing, answering services, hotlines, disaster response and much more.

Solutions
AnswerNet selected CallScripter February in 2011 following a detailed evaluation, opting for a premise-based solution for their 1200 agents. Ease of customisation, ability to extend the product and create templates, and core functionality available out-of-the-box were key drivers in the selection process that distinguished CallScripter.

Given the geographic spread of the business across North America and the resulting difficulty of getting all of the staff together for class-room training, a series of intensive training webinars were scheduled over a two week period to enable both technical and business support staff understood the full functionality of the software. Keen to ensure all opportunities to streamline and automate processes were exploited, AnswerNet continued regular contact with the CallScripter Professional Services team to configure CallScripter to their own specific requirements.

Results
AnswerNet is already beginning to appreciate the reduced scripting time, and ease of changing scripts based on ongoing client needs. CallScripter's availability of tools and customisable widgets for Operations leads to better management of the call center staff and client campaigns. Something as basic as their script-transfer feature (agent transfers the current open script and all its collected data contents to another agent or supervisor) has led to improved reporting and better customer service. Currently deployed in six of our call centers, AnswerNet have found many of their centers anxious to deploy this technology throughout the rest of the enterprise.