



## Integrated Communications Solutions

### IMS Boosts Efficiency and Automates Processes with OAISYS

IMS Inc., of Westmount, Illinois, is a major merchant credit card processor, with 60 employees who process transactions for more than 10,000 businesses across the United States.

When they looked to increase their efficiency, they discovered their old telephone system simply was not up to the task; so they contacted OAISYS *ELITE* Reseller Converged Digital Networks in Downers Grove. Converged proposed upgrading IMS' telecommunications system to handle the latest technology and recommended a suite of OAISYS solutions to maximize efficiency in the company's voice communication interactions.

Converged Digital Networks worked with IMS and OAISYS at every point in the process, from recommending the software, to installing and testing it and even aiding in the creation and implementation of custom technology to ensure the OAISYS solutions were a tailored fit for IMS' communications needs.

To handle outbound calling, the OAISYS Custom Services-created **Enterprise Power Dialer** was put in place. **Enterprise Power Dialer** automatically dials numbers input from the database, allows the agents to input notes "live" and updates the database information at the end of every call. This makes for dramatic improvements in the number of calls completed, with accurate records, every business day.

"This product works extremely well," said IMS Director of Information Technology Thomas Reamer. "We honestly couldn't do our business without it, period. It never misses a beat. Once we got it programmed to integrate with our contact management system, it's been a perfect solution."

Agents were given OAISYS **Net Phone** to control and manage their calls. The **Net Phone** dockable, multifunction call control interface lets agents dial, answer or transfer calls from the PC, without ever physically picking up a telephone. Preset control buttons let users dial, launch applications and view automatically generated call information screen pops for maximum efficiency. **Net Phone's** integration with other OAISYS solutions and third-party contact management software passes data to agents handling the calls, eliminating the need to ask for or enter customer information twice.





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“Net Phone is an absolutely awesome product. We don’t know how we ever lived without it. We literally use dual monitors in our receptionist’s area. One monitor is dedicated to the Net Phone DSS, and all the employees have to do is drag and drop to handle calls. It’s probably our most used piece of non-sales software,” Reamer said.

“When we bring people to the building, we always show them Net Phone. We can see if people are on the phone, off the phone, what their DND message is; it’s a great management tool, and we use the features with our power dialer as well.

“We also heavily use the chat and the chat logging, and it even works great over the VPN.”

The OAISYS **Call Router** is one of the most important solutions a business call center can implement when it wants to improve its efficiency. **Call Router** looks at customer contact or account information (such as caller ID or account numbers) and sends that call to the agent or group best suited to handle it, reducing transfers and total call times, improving customer service and agent performance.

Reamer and IMS use Call Router as a vital component in tracking and managing their advertising efforts. “We have 15 800 numbers people can call into, and it routes them to the appropriate group. We also have specific 800 numbers dedicated to every piece of advertising we do, and it routes directly to the appropriate group to handle those responses.”

**OAISYS ACD** made the IMS call center more efficient by optimizing how calls were passed to agents. It monitors real time call activity and distributes calls to the appropriate group depending on call volume, agent availability and other factors to improve agent performance, reduce call times and maximize customer service.

**TASKE Contact** gave IMS supervisors the tools they needed to see just how their call center was performing. Using **Contact** they can view both inbound and outbound calls, see historical reports for all their agents, replay their ACD activity, forecast call volumes to help them adjust staffing accordingly and search for specific calls. If need be, supervisors can even monitor call activity remotely with **Contact**’s browser-based capabilities.

“These are great products as well. As you can imagine, in our business we are very specific as to how long a customer waits, how long it takes for them to get to a person. We use hunt groups extensively, and the **OAISYS ACD**





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really controls all that. Best of all, I know instantly if something isn't going right."

Reamer said, "**Contact** is used by our management, even the CEO himself, and it gives us a total overview of everything, all the way down to a specific employee. It's a huge product for us, and it's excellent, for example, if an employee says he hasn't gotten any inbound calls and his co-worker has, we can verify or dispute it and increase efficiency across the board.

"We have specific reports set up for the CEO to use. He logs in and can see everything on every employee's performance on one sheet. It's incredibly powerful.

"These are great tools to let us know how we're doing at all times. We have 50-inch plasma TVs dedicated to Agent Desktop and queue information. We have a grid in Sales that changes throughout the day, and our people can see everything about the business for that moment. It's extremely beneficial to have that real time control and information, and to have it shared across our team. Combine that with the fact that for every hunt group we have we get overhead pages that let us know just how we're doing, and we share information across our teams at all times."

Perhaps the most significant improvement to IMS' overall business came as a result of deploying the OAISYS **Tracer** call logging and recording solution. **Tracer** gives businesses the ability to record any calls they want from cradle-to-grave and can verify recording integrity to make sure calls have not been altered. This is invaluable in terms of providing actual calls for training and coaching staff, as well as in handling disputes that occasionally arise between a company and its callers.

"All I can say about **Tracer** is, 'Wow!' We have people dedicated to using **Tracer** all day for compliance issues. We probably have 1,000,000 calls in our archive. We have a compliance sheet, and our people listen to every day's calls to make sure things are done right."

Reamer added, "They can fill out a compliance sheet and if there's an issue with the employees they can say, 'Hey, we have this right here,' and listen to the calls with them.

"The sorting features are astounding. I swear you can search by mother-in-law's middle initial, and it will find the calls."





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IMS gains added benefit from **Tracer**'s value as a training tool. "We use the calls every night in our sales meeting as a training tool, playing back the calls of the day. I believe **Tracer** is an incredible tool for any organization."

### Improved Knowledge and Return on Investment

Since deploying this suite of OAISYS call center solutions on their telecommunications system, IMS has realized exceptional benefits to its operations.

"We've reclaimed substantial sums of money," Reamer said. "We've increased our business flow and reduced headcount. Using all the features from OAISYS, it's been a huge benefit to the business, particularly bringing up the calls for training purposes and managing the calls efficiently and easily. Accountability is the key word in our business, and OAISYS makes that easy."

