



Our Customers Speak for Our Solutions

An OAISYS Case Study



AllPoints Food Service Parts & Supplies **Morton Grove, Illinois**

For more than 25 years, AllPoints Food Service Parts & Supplies has provided repair parts and related items to service companies, equipment dealers and others engaged in the business of repairing or reselling commercial kitchen equipment. In 2007, two of the market leading companies within this industry, International Commercial Supply and Consolidated Commercial Controls, combined to form the company that is known today as AllPoints.

To effectively meet the needs of their customers, AllPoints leverages the combined experience and product knowledge of over 150 employees, a product portfolio that delivers over 50 percent greater selection than that of their competition, three distribution points for expedited delivery and a centralized payment and order processing system.

Headquartered in Morton Grove, Illinois, the AllPoints satellite offices are located in Winsted, Connecticut and Las Vegas. The company's call center handles approximately 2,000 telephone calls per day.

Over the course of his 20 year call center career, Phil Wisehart, Director of Client Services for AllPoints, has used call recording and monitoring solutions from a variety of vendors, and none of them has delivered the ease of use or overall quality he has found with the OAISYS Tracer solution.

Tracer empowers businesses to unlock the full potential of their business communications. Tracer records calls

between businesses and customers, and optionally, related desktop activity through screen recordings. Organizations utilize these recordings to manage their agents, company processes, quality of service and customer expectations.

When Wisehart was researching the available options for improving his call center operations, Authorized OAISYS Reseller Advanced Telecommunications of Illinois (ATI) suggested the Tracer solution.

"I was working with my vendor, ATI, looking at what products were available," Wisehart said. "There were two or three options, and I frankly liked the features and benefits they had shown me with Tracer. Included in your package were things that the other vendors didn't have. For the money, it was a lot greater value with the functionality I needed."

Wisehart and AllPoints began using the Tracer solution in August of 2008. When the latest release of Tracer, version 6.0, became available for Beta field trials, AllPoints was especially eager to participate, based on the high level of success they had experienced with the previous version of Tracer. Wisehart lists Tracer's Live Call Monitor, a feature that was significantly enhanced in the latest version, as particularly beneficial for his business.

The Tracer Live Call Monitor feature enables management to easily and efficiently monitor agent interactions with customers in real-time. The Tracer Live Auto Call Monitor feature allows supervisors to begin hearing live calls automatically, based on dynamic business conditions, such



as call length or call tagging by the agent. Management can also be notified of a call needing their attention via an instant visual and/or audible notification.

Tracer's live and auto call monitoring capabilities have already helped the Allpoints management team to improve the company's customer service levels. Wisheart said most of the calls his agents receive have a relatively short duration. By using the appropriate auto monitor configuration within Tracer, he and his managers now are notified when calls exceed certain predefined time limits.

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"Anytime I have a call that lasts over 10 minutes, it usually indicates some other issue. Those pop to my screen and I can instantly get plugged into what's going on," Wisheart said. "If there's an issue, I or one of my other managers can jump in to help that agent out. That's huge."

Tracer's auto monitoring functionality has even helped resolve problems associated with merging the operations of the two former companies into a smoothly running single unit. For example, customers from one of the previous operations could choose between staying on an agent's extension until that agent is available to answer, leaving a voice mail or being routed to the next available agent.

While AllPoints encourages agents to develop personal relationships with repeat customers, this three option system led to some problems initially, as some customers would remain camped on agents' phones who were out of the office or away from their desks for significant periods of time. This especially created a problem if the agent had not placed their phone in an unavailable mode. Using Tracer's automatic notification functionality, Wisheart or a manager will receive an alert that a specific extension has been active for an inordinate amount of time. They can then interrupt the waiting customer to let them know their agent is unavailable, eliminating customer frustration and minimizing toll free number costs.

"I was able to use Tracer to go in and find those phone calls and get them to [other agents] so they didn't have to wait

so long," Wisheart said. "I can get more detail from it than I can from the [telephone] switch data. I can see exactly what happened. It's helped me from an operational perspective to find those agents who are not picking their phones up, probably because they walked away from their desks and didn't place their phones into an unavailable state."

Tracer's call visualization functionality, which provides a graphic representation of the call throughout all stages of its handling, has even allowed Wisheart to improve call center operations on a functional, programming level. "My [business telephone] switch doesn't allow me to see the transaction until after it's completed, but [Tracer] allowed me to troubleshoot some problems we were having with the programming of our call routing. I used Tracer to find those problems and fix them," he said.

"We reprogrammed our phone switch a few months ago and I still had some lingering issues with old hunt groups that hadn't been properly deprogrammed. I found them through Tracer," explained Wisheart. "I could validate that everything was programmed right and working properly, and if it wasn't I could tell my telephony vendor, 'This hunt group is attached to this phone number. I want to put this hunt group in there instead.' It's wonderful."

AllPoints is a performance driven call center operation, and comprehensive agent evaluations are essential to keeping their call center operations running as effectively as possible from a customer service standpoint. A key enhancement provided in the latest version of Tracer was the ability to create an unlimited number of evaluation questions (previous versions were limited to 20 questions).

"Our call types, as is the case in many operations, are completely different," Wisheart said. "I didn't have enough room to include every question I wanted to ask, so I actually had six different forms for the different call types. With the unlimited form, we now have one [evaluation] that has 44 questions, and no more than 20 questions apply to any call. It makes my life easier from a standpoint of taking that data and at the end of the month delivering quality scores to the agents. I don't have to mess with six different forms, throw them in a spreadsheet, put in some fancy calculations and go, 'Okay, here's your quality score. Now it's all done with one.'"

Wisheart and his staff make extensive use of Tracer's



evaluation features. Managers are required to monitor and evaluate all employees at least once per month. Managers have to evaluate 60 calls each month, 30 from assigned lists and 30 at their own discretion.

AllPoints uses Tracer as part of a multi-faceted approach to training. Whenever a call is handled in an ideal fashion, the call is shared with the entire business as an example and as an acknowledgement of the particular agent's performance. Calls that have negative or substandard performance issues are shared with the agent in question and the management team. The agent is requested to identify what went wrong and how it could be better handled in the future, which keeps them actively involved in improving their own performance.

To help existing and future employees, Wisheart is building a repository of outstanding calls that have occurred within a variety of different situations, making concrete examples of superior performance readily available for review. "I save those files. We're building a library of exactly how calls should sound for future reference, especially for new employees or agents having trouble knowing how to do something or what to say."

A future project Wisheart plans to implement within his call center operations involves Tracer's self-evaluation capability. In the second half of 2010, he anticipates providing his agents with the ability to score their own calls and those of their peers, then comparing those scores with manager evaluations of the same calls to help ensure that company standards and expectations properly align with employees' understanding of those policies. "Having that functionality is absolutely critical; we just haven't used it yet. We've tested it, and it works, but actually having it in place as part of [our operations], we just haven't gotten there yet."

Wisheart feels a leading differentiator between Tracer and other call recording solutions is the simplicity of its interface. Wisheart said, "Overall, Tracer is extremely intuitive and very easy to use. I've used Nice, I've used Witness [Verint], and I've used a lot of other products in my career. Tracer is the easiest call monitoring product I've ever used. I could basically go in and figure out how to do everything looking at the screen, going, 'Oh, that makes sense.' That was a huge upside I wasn't expecting."

"To find, listen to and score a call, it is self explanatory. From a user standpoint, it's well thought out, the buttons look like what they're supposed to do and everything is just so easy to use. Literally, I was up and running in a matter of an hour once it was installed, and I started listening to calls. Some of the software out there isn't that intuitive. It has to be customized or programmed and it takes quite a bit of training to understand how to use it."

Wisheart is an extremely dedicated Tracer user, in large part because of the extensive value OAISSYS places on customer input when it comes to introducing product enhancements. "I love the product. The enhancements were dead on with what I needed. [Previously], I wished I had a way to get random calls, and you added that. [Before], my evaluation [form] wasn't long enough, so my master evaluation had to break into six different parts, and you fixed that."

Wisheart was so impressed with the Tracer solution, he even recommended the product to a sister company. "I told them, if you have a limited budget and you only have to buy one piece of software to command your business, you want to buy a call recording and monitoring system. That's more important than getting the call counts, and I can get the call counts through Tracer. I can see everything I need to see. It tells me how many calls someone made or took."

"Tracer is a great product. I am going to openly promote and solicit referrals for this product to other people. It's priced right, it has the right features and it's just so easy to use. Whoever designed this software did a really good job of understanding what users needed, and the enhancements are absolutely phenomenal," concluded Wisheart.

Use the playback controls below to hear an audio version of this case study.



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