



## Our Customers Speak for Our Solutions

### *An OAISYS Case Study*



### **Neutron Industries** **Phoenix, Arizona**

For almost 30 years, Phoenix-based Neutron Industries has been providing odor elimination and cleaning products that help professionals throughout a variety of industries maintain high standards for clean, healthy work environments. Neutron's team of account representatives offers one-on-one service and support to more than 35,000 active customers nationwide. Leveraging comprehensive product knowledge, Neutron helps customers decide which products will deliver the most effective and cost-efficient solutions for their businesses.

Neutron products are designed to tackle the toughest challenges, from skunks to sewage treatment plants and everything in-between. In addition to their highly effective odor neutralization and cleaning products, customers also enjoy Neutron's unrelenting commitment to superior customer service. Neutron's personal account representatives are specifically trained to help customers overcome the toughest cleaning challenges, while consistently delivering prompt and courteous service to each and every customer seeking their support.

Neutron's strong focus on exceptional service delivery prompted them to research and identify other ways they could continually improve their interactions with customers. When they consulted with Sonoran Integrations, their business communications system provider, about ways to further improve their operations, Sonoran recommended the Tracer professional interaction management solution from OAISYS®.

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.

With more than 150 phone-based employees servicing the needs of their extensive customer base throughout the country, Neutron makes and receives approximately 15,000 telephone calls a day. With that level of call volume, quality control is an essential component of Neutron Industries' standard of service.

"We really were looking for the ability to have some form of evaluations we could use to ensure consistent performance," said Nathan Schnell, Neutron Industries' Division Information Services Manager. "We also use call recordings for coaching."

The company has also used Tracer to streamline its sales and ordering processes. "One of the major things we've been able to do is verify our first time sales without having to call the customer and do a second verification, which has probably significantly cut down on our return rate," he said. "Sometimes customers get irritated by the fact that you're calling them a second time to verify something you just talked about."

"Now we do all our initial sales verifications using



recordings instead of actually calling the customer back. Verifying details like contact information, address, and payment information cuts down on the amount of inaccurate information that gets entered into our systems and helps ensure a higher level of customer service."

Like most businesses dealing with customers and suppliers, Neutron Industries experiences the occasional customer dispute. Tracer has proven its value by helping the company resolve these issues quickly.

"It's certainly helped us in resolving customer disputes," Schnell said. "We have the recording of the phone call to be able to say, 'Here's exactly what happened,' and things can get sorted out quickly."

Schnell was quite pleased with the service and support he received from Sonoran Integrations and OAISYS. "Sonoran Integrations has been very good to work with, and OAISYS certainly has been reliable in not requiring much service. We've always gotten response times within two to four hours and any issue has been resolved pretty quickly. We have no complaints on the support side."

Having been exceptionally pleased with Tracer's performance, Neutron agreed to participate in Beta field trials for a future release of the solution. The introduction of new features and enhancements in the release specifically addressed some key issues in their business, and made the prospect of participating in the Beta program particularly attractive to Neutron.

Live evaluations was one such feature that proved especially desirable to Neutron. This allows supervisors to select calls and evaluate agents in real-time while the actual interaction is taking place. Supervisors can also directly and unobtrusively coach agents using instant messaging, enhancing their call handling skills and improving overall call center performance.

Live annotations was another feature enhancement of importance to Schnell. This enables call center supervisors to add text comments directly to calls while conducting live monitoring.

Schnell believed that these immediate and direct means of assessing and influencing agent performance would prove highly beneficial for his company.

"A lot of the opportunities our sales managers see with coaching reps is feeding them lines and helping them out while they're on a call. After the fact, it doesn't really sink in as much with the reps," Schnell said.

Schnell elaborated further, "Being able to request help on the fly and send help via text from the manager will be a big help to us."

Overall, Neutron Industries has enjoyed significant improvements across many key areas as a result of Tracer. The solution had provided Neutron with valuable qualitative insight into their customer interactions, something that was unavailable previously.



Schnell explained, "It's really nice for us as a company to be able to get qualitative measurements on our staff, which is something we never had before. We've always had a ton of quantitative data to work with, but we never really had any qualitative data with which to assess performance. Having these measurements has certainly helped us a lot in terms of identifying areas we need to focus on and improve."



To find out more about OAISYS, Tracer and Talkument, please visit our website at [www.oaisys.com](http://www.oaisys.com).

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