

# Consumer Service Case Study



## Client



## Challenges

- Meeting Service Level Agreements
- Slow response to field service requests
- Labor intensive processes
- Inconsistent message delivery

## Solution

Replacing manual customer service calls with Varolii automated communication.

## Results

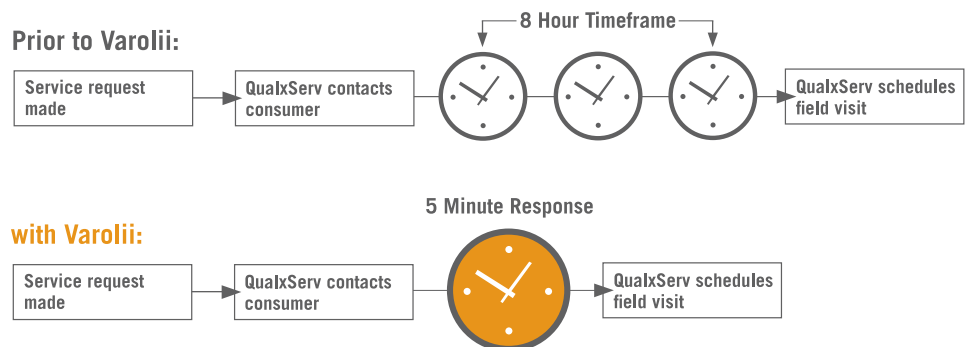
- Immediate scalability — 85% of consumers reached in five minutes
- Higher revenue (dramatic increase in field service appointments, fewer wasted service calls)
- Consistently meet Service Level Agreements
- Client (and end consumer) satisfaction
- Reduced strain on contact center
- Manufacturer and consumer complaint reduced in half

## Leading Office Supply Retailer Improves Customer Satisfaction, Reduces Costs in the Contact Center

Varolii Proactive Outbound Communication reaches more customers with important delivery status messages.

“Customer service can make or break an organization, and effective communication is key for us,” says Ted Parker, Information Technology Director at QualxServ. “We’re heavily evaluated on response time and whether we deliver a consistently superior customer experience.”

QualxServ provides field maintenance and installation services on behalf of some of the most well-known computer and networking equipment manufacturers. On average, they contact more than 5,200 of their clients’ end consumers over the phone each month to schedule visits or provide repair status. Because of the high volume of service requests and their labor intensive contact process, the company had difficulty on several fronts scaling to consumer demand.



## Immediate Results and Downstream Improvements

### Triple Capacity — Without Additional Headcount

QualxServ knew that in order to scale to customer volume they would either have to grow their agent pool or apply a more effective strategy. With nearly 150 locations spread throughout the US, their service agents manually dialed every consumer to schedule field visits.

QualxServ implemented Varolii Total Solutions™ for Customer Service. The first benefit they gained through Varolii’s automated communications was the ability to scale cost effectively to the high volume of technician requests. Because of Varolii’s simple file integration process, they could deploy messages within five minutes of receiving a request – all without the need for a service agent.



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QualxServ

## Competitive Advantage

The high-touch, personalized communication QualxServ now provides to consumers is a business advantage and differentiator for the organization. In addition to meeting consumer demands on the field, they are able to meet, if not exceed, client expectations.

## Meeting Service Level Guarantees

Because QualxServ is expected to meet high service levels agreements, having accurate consumer information is critical. Before implementing Varolii, they had little insight into whether the contact data they received from their clients was accurate until after they began calling down on a list. With Varolii’s list cleansing and reporting capabilities, QualxServ (and their clients) can immediately determine which consumers can not be reached and take corrective action. This capability also enables QualxServ to meet realistic service level expectations.

## Results Across the Organization

- Increased revenues: Because QualxServ is paid by the visit, more appointments improves the bottom line.
- Satisfied consumers: Consumers appreciate getting a timely response to their service request.
- Efficient contact center: QualxServ agents spend more time scheduling appointments, rather than trying to reach consumers with incorrect contact info or who are not home.
- Improved client relations: QualxServ’s client’s receive positive feedback from their end consumers for quick service. Consumer complaints dropped 50% after implementing Varolii.



### About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. [www.Varolii.com](http://www.Varolii.com)

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