

case study

Coachmen Recreational Vehicle Company

"It's been two months since the install and our service standards have improved dramatically"

Al Nuzzi
Assistant Vice President
Coachmen Recreational Vehicles

connect
with ease

Industry

Motor Vehicle

Profile

Coachmen are a leading U.S. manufacturer of recreational vehicles which are sold throughout North America and overseas by over 350 dealers. The company's Parts and Service Center handles an average of 3,000 calls a month from dealers and retail customers.

Situation

Coachmen's Indiana Service Center was unable to meet the performance standards it had set for itself due to outdated technology and inefficient, manual processes. Within a month of implementing the Zeacom **ContactCenter** solution, Coachmen exceeded its customer service objectives and are receiving accolades from its dealers nationwide.

Solutions

Zeacom **ContactCenter**

Coachmen knew it had to address inefficiencies in the way it serviced customers

Coachmen Recreational Vehicles Company operates a 16 seat Parts and Service Center from its offices in Middlebury, Indiana that supports the after-sales needs of its extensive dealer network as well as retail customers. Coachmen knew it had to address inefficiencies in the way it serviced customers if the company was to meet its performance objectives. Dealers are the lifeblood of the business so responding to their needs in a timely and professional manner is paramount.

The company's operator was the first point of contact for all calls to the Service Center and was responsible for distributing them to agents based on the area code of the caller. Dealers tended to prefer a specific person but if that individual was not available, the operator would attempt to put the caller through to another agent, take a message or transfer the caller to voicemail to leave a message.

"The workload was not being distributed evenly and messages were not being returned promptly", recalls Al Nuzzi, Assistant Vice President at Coachmen. "At times, calls were ringing up to 16 times before being answered and messages were not being returned for half a day." To make matters worse, there was no way of tracking or reporting on calls so the Service Center agents had to do this manually using a paper-based system. "The data was unreliable and just gathering the information and creating a monthly report took a whole day."

Coachmen looked at several solutions before selecting Zeacom. "Zeacom **ContactCenter** offered us far more bang for our buck. We got all the functionality we wanted and we've only scratched the surface of its capabilities. We also liked the user interface – it's simple to operate and the online help is great", enthuses Al.

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"The system was installed over a weekend and training was done before we went live. The whole process was 100% painless."

"Calls are being distributed much more evenly and callers are getting connected with an agent the first time they call which greatly improves customer satisfaction."

"We haven't done a return on investment calculation but dealer satisfaction is priceless."

Every agent in the Service Center has the Desktop interface which allows them to view queue and agent information in real-time from their PC. The agents can see how many calls are waiting, how long they've been waiting and what their peers are doing. "It creates a bit of healthy peer pressure", says Al, "when co-workers can see if you've exceeded your break time and callers are waiting."

Al also uses the Desktop interface to monitor the entire contact center environment from his PC. He can also make changes to the system and create his monthly reports in minutes without leaving his desk.

The reporting capabilities built into Zeacom **ContactCenter** have given Al the ability to measure the performance of the Service Center against its service standards. "We now answer calls within 2.3 rings on average and return calls within 19.7 minutes." The calls are being distributed much more evenly and callers are getting connected with an agent the first time they call which greatly improves customer satisfaction. "In the past, about 25% of our callers would have been answered by one of our Service staff as opposed to leaving a message and waiting for a return call. Now we answer 70% of our callers on the first call.

And this massive improvement happened in our first full month of operation with the Zeacom **ContactCenter** solution", exclaims Al. Last month the Service Center handled 3,175 inbound calls and only 41 callers abandoned, which is less than 2%. Al couldn't track call abandonment with the previous system but knew that it had to be significant given the lengthy ring times.

Coachmen have further enhanced its Service operation by integrating the contact center to its AS/400 customer database. Zeacom's Client Access Plug-in captures the Calling Line ID (CLI) of the customer and uses this information to trigger a 'screenpop' of the customer's data from the AS/400 on the agent's PC as the call arrives at the extension. "We used to direct callers to a specific person based on the state they were calling from, but with screenpops any Service representative can handle the call because they immediately have the customer's information available to them."

"Our staff and dealers absolutely love it", says Al when asked about the response he's had to the new system. "We haven't done a return on investment calculation but dealer satisfaction is priceless. The Zeacom **ContactCenter** solution has met and exceeded all of our expectations."