

Bailey International Improves Customer Service in its Call Centers



“With increased visibility into call center KPIs, we’ve made changes that reduced call answer times by 15 percent and resulted in an approximate 60-70 percent reduction in our call abandonment rate.”

—Jeremy Hall
Systems Analyst, Bailey International

Company at a Glance

Location:

Knoxville, Tenn.

URL:

www.baileynet.com

Bailey International has 112 Virtual Office extensions and 35 Virtual Contact Center seats



Partner:

8x8, Inc.

Location:

San Jose, Calif.

Bailey International LLC is a leading manufacturer and distributor of hydraulic components used in equipment for industries such as agriculture, transportation, construction, oil and gas, mining and forestry.

Challenge

Bailey wanted to improve call center service and disaster preparedness, streamline work processes, reduce call center costs and support company growth.

Solution

NetSuite improves company operations by automating business processes, providing powerful reporting, disaster recovery and low TCO. The 8x8 Virtual Contact Center, is a multi-channel contact center solution that, integrates with NetSuite to streamline call center and IT operations, provide call data for improving operations, and simplify company expansion.

Results

Bailey International has reduced call answer times by 10-15 percent, cut call abandonment rates by approximately 60-70 percent, and reduced telephony costs by 10-15 percent. It has also improved staffing efficiency, enhanced disaster preparedness, and simplified communication across locations.

8x8 Virtual Contact Center and NetSuite Help Bailey International Streamline Call Center Workflows and Enhance Customer Service

Bailey’s management has worked diligently to enhance operations and grow the company. Bailey adopted NetSuite to accelerate these efforts. NetSuite automates and streamlines a full range of business processes. NetSuite’s reporting capabilities provide greater access to current and historic data, and cloud-based operations improve system access and disaster recovery while reducing total cost of ownership.

With these improvements complete, Bailey moved on to its call center. The company wanted a new cloud-based contact center solution that would allow staff to instantly access customer data stored in NetSuite to streamline call center workflows, improve customer service, reduce telephony costs, and support company growth.

“With a better understanding of organic growth in the call center overall and in the departments that agents refer calls to, such as technical support, we’ve been able to staff each department more efficiently based on actual demand.”

—Jeremy Hall
Systems Analyst, Bailey International

A Full-Featured, Low-Cost, Turnkey Solution

8x8 Virtual Contact Center and Virtual Office phone system met these demands and more. These 8x8 solutions offers a full complement of sophisticated contact center and unified communications features. Seamless integration with NetSuite gives call center staff visibility into the customer and their orders. Because it runs in the cloud, the solution reduces IT workloads and costs. To top it all off, 8x8 offers a cost-effective, turnkey communications solution from a single vendor so it can address any issues seamlessly and efficiently.

Streamlined Call Center Processes Improve Efficiency and Customer Service

Today, when a call comes in, the 8x8 Virtual Contact Center uses the incoming phone number to automatically pull the customer’s record in NetSuite and routes the call and record to a call center representative. Bailey International representatives know who’s on the line and their history with the company.

8x8 Virtual Contact Center improves Bailey’s visibility into call center activities. As representatives handle calls, NetSuite records data and metrics about the call including the caller’s phone number, time on hold, the agent, when the call began and ended, and notes. 8x8’s sophisticated reporting enables Bailey to analyze this call information to enhance customer service.

For example, after discovering a high call abandon rate, the company looked at metrics, such as how long calls were in the queue and when customers dropped off. “With that visibility,” said Jeremy Hall, Systems Analyst for Bailey International, “we made changes that reduced call answer times by 15 percent and lowered call abandonment by approximately 60-70 percent.”

Call volume reporting gives the company visibility into which department’s agents are referring calls to. “This information has allowed us to staff each department based on actual demand,” said Hall.

Using 8x8 has minimized costs. Call routing distributes calls automatically, eliminating the need for a receptionist. 8x8’s Virtual Office service reduced telephony costs by 10 to 15 percent. And the cloud-based system means IT no longer needs to install, manage and support software in-house.

The solution’s scalability helps Bailey manage growth. When Bailey acquires a company, it transitions it to the 8x8 telephony platform within three to four weeks—and can then manage the phones online, from a central location. Employees in all locations call each other using the same four-digit extensions or paging system. Hall said, “communication between all of our teams is now much smoother.”

Cloud-based operations have also improved disaster preparedness. When blizzard conditions kept call center staff out of the office, they simply logged into the 8x8 Virtual Contact Center and NetSuite from home and took the same volume of calls as usual, providing seamless customer service.