

InGenius

DexYP Improves Net Promoter Score by 20%



INDUSTRY: ADVERTISING SIZE: 10,000 EMPLOYEES LOCATION: ATLANTA, GA

KEY IMPACTS:

- 20% increase in Net Promoter Score
- 42% increase in customer identification prior to the call connecting
- 100% increase in warm transfers
- Improved same day resolution on support calls
- Improved accountability metrics for sales and support agents

THE INGENIUS SOLUTION

InGenius and Salesforce were selected to support the business requirements of DexYP. The combined solution allowed DexYP to improve the customer experience by enabling intelligent call routing to the correct agent, and a screen pop of the customer account page to reduce the number of up-front questions. The InGenius and Salesforce solution also enabled call logging for sales, operations and workforce management teams, ensuring all aspects of the organization have a 360-degree view of the customer.

"With InGenius and Salesforce integration, DexYP found a technology solution that enabled us to deliver an effortless customer experience. Our customers now have the sense that DexYP knows who they are, understands their needs and can quickly connect them to the best resource for help."

Rich Magaldi | Executive Director, Customer Experience | DexYP

THE CHALLENGE

DexYP identified gaps in their systems and workflow processes that prevented the business development and service delivery teams from having a common view of their customer; the advertiser. This led to poor average handle time (AHT) due to time spent searching for customer records, poor warm transfer experience from one internal DexYP support agent to another and poor data tracking because inbound and outbound calls were not logged. Ultimately, the lack of telephony enabled workforce management integration with Salesforce led to resource inefficiencies across the board, and low Net Promoter Score (NPS) which had a direct impact on business and revenue retention and growth.

DexYP developed a future state business architecture which included detailed key performance indication (KPI) and service level agreement (SLA) objectives from sale through to solution renewal. All necessary process changes were identified and used to create business requirements for their technology solution team.

BACKGROUND

DexYP is a leading marketing solutions provider in the United States dedicated to helping local businesses and communities grow. Formerly AT&T Interactive and AT&T Advertising Solutions, DexYP launched in May 2012, bringing the two companies together. DexYP solutions include online presence, local search, display advertising, direct marketing and print directory advertising. DexYP solutions and services are backed by thousands of media consultants and customer service professionals in local markets across the U.S.

Historically, book based “Yellow Pages” were used as a primary advertising solution. DexYP’s business evolved, and they now support a diverse suite of advertising solutions for nearly half a million advertisers who require real time interaction with DexYP. An enterprise-wide customer relationship management (CRM) platform like Salesforce became a “must have” technology.

KEY RESULTS

InGenius and Salesforce integration resulted in a cultural shift within the DexYP organization enabling improvements in customer experience and an increase in Net Promoter Score. DexYP now has a common view of the customer, which allows them to focus on caring, nurturing and growing their customer base.

PRODUCTIVITY IMPROVEMENTS

- 42% improvement in automatic number identification
 - Agents spent less time searching for the account, and customers could be routed to the appropriate agent
- Improved accountability metrics
 - Management teams gained visibility into call data from the phone system, and could track revenue for outbound calls
- Better agent utilization
 - Salesforce Omni-Channel integration allowed cases from other channels to be sent to blended agents during breaks in phone activity

IMPROVED CUSTOMER EXPERIENCE




- 20% improvement in NPS
- 100% of calls transferred with Salesforce CRM information, so customers were not re-interviewed

DECREASED INBOUND CALLS TO SUPPORT

- Improved same day resolution scores because of intelligent routing of the call and more accurate placement of the caller



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