



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Case Study

Summary

Customer: DEFENDER Direct



Headquarters: Indianapolis, IN

Industry: Business Services

Product Replaced:

- Hosted contact center solution

Number of Users:

- Agents: 450
- Business Users: 50

Challenge: Replace hosted solution with customizable, feature-rich, and more cost-effective on-premise contact center solution.

Products Deployed:

- *Customer Interaction Center™* (CIC)
- *Interaction Recorder®*
- *Interaction Dialer®*

Benefits:

- Agent productivity increased by 40% for outbound sales
- Automated dialing for collections led to significant increase in revenue
- Response time to customer inquiries via the web reduced to one to two minutes
- Ease-of-customization and real-time access to more detailed data resulted in more effective IVR system; improved customer service
- New monitoring and reporting capabilities have improved agent utilization

Home Security and Satellite TV Dealer Builds Innovative Work Environment Using All-in-One IP Communications Software Suite

Flexible, feature-rich communications solution helps fast-growing company increase revenue, optimize workforce, and improve customer service

About DEFENDER Direct

DEFENDER Direct is an authorized dealer for such prestigious brands as ADT, GE, and DISH Network. For years the company has been recognized as the #1 ADT dealer in the country and ranks among DISH Network's Top 5 dealers in the country. DEFENDER Direct markets, sells, and installs new products and services to homeowners throughout the U.S. The company's headquarters and customer care office are located in Indianapolis, Indiana, along with one of its four sales centers. The other sales centers are located in Batesville, Indiana; Cincinnati, Ohio; and Newport, Kentucky. DEFENDER Direct also has 125 installation offices across the U.S. and Canada. The company was founded in 1998 and employs approximately 1,500 people. For more information, call 800-860-0303.

www.defenderdirect.com

The Challenge

Indianapolis-based DEFENDER Direct maintains nationwide marketing campaigns tied to various promotions and products for its home security and satellite dish customers. As a result, the company has always relied heavily on customization of contact center features and analysis of performance and sales data. At the time, its hosted contact center solution did not allow for sufficient control, or access to detailed data.

"The people in our contact centers, marketing and IT departments needed a robust system that wouldn't place limits on their innovative ideas and creativity," said DEFENDER Direct's chief information officer, Gregg Albacete. "Our existing solution, however, didn't have features such as advanced screen-pop or sophisticated call routing, which our staff needed to provide higher levels of customer service. In addition, any changes we made to our IVR fell on the shoulders of our IT department. We really wanted our contact center and marketing staff to be able to make these changes so we could respond more quickly to customer demand."

DEFENDER Direct's existing hosted solution supported the company's six contact centers – four in Indiana, one in Kentucky, and one in Ohio. The contact centers handled inbound calls from customers, as well as prospects responding to the company's direct marketing campaigns. The centers also made outbound calls upon request from prospective customers and to existing customers, including reminders about system installations and collection calls.

"Uptime was an issue with our hosted solution because our resources were being shared with other customers," Albacete said. "Another problem was that we didn't have access to in-depth data. We knew we could learn a lot from call patterns – for instance, when did people abandon and why, on a campaign-by-campaign basis – but those types of reports weren't available."

Given the limitations of its solution, Albacete didn't see the value of paying a monthly fee.

“Based on how much we were spending for this particular hosted solution, we could have purchased a premise-based system three times over,” he said.

The Solution

“We wanted a reliable, flexible, and feature-rich contact center solution,” Albacete said. “We also wanted maximum customization capabilities, including the ability to easily integrate the system with our existing applications.” He and his team considered on-premise systems from Avaya, Cisco, Interactive Intelligence, and SER Solutions.

DEFENDER Direct ultimately chose the Interactive Intelligence *Customer Interaction Center*[®] (CIC), an all-in-one, single-platform IP communications software suite.

DEFENDER Direct deployed CIC to support all six of its contact centers, which are staffed by about 450 agents and supervisors. CIC also supports about 50 business users. Today, the company uses CIC to provide staff with automatic call distribution (ACD), interactive voice response (IVR), and unified messaging. DEFENDER Direct also integrated CIC with its internal CRM solution, and deployed CIC’s add-on applications for outbound/blended dialing and multichannel recording/scoring.

The Benefits

“As a result of CIC’s dialing capabilities, our expenses for outbound sales are down and we’ve been able to increase agent productivity by 40%,” Albacete said. “We’re also providing better service for customers with our automated reminders, and by using automated dialing for collections, we’ve also seen a significant increase in revenue.”

CIC’s dialing feature has also enabled DEFENDER Direct to more quickly respond to website inquiries. “When we receive an online lead we can now call back within one to two minutes,” said DEFENDER Direct’s director of sales operations, Aarik Williams. “Our agents no longer have to take several steps to respond to a customer, or manually enter phone numbers on a keypad.”

CIC’s ease-of-customization has also resulted in benefits. “Our marketing department comes to me on a daily basis with innovative ideas and functionality that are unique to our systems,” said DEFENDER Direct’s telephony manager, Scott Lavengood. “With CIC, I can quickly respond to their needs. It would be very difficult to do this without CIC’s flexible customization options. Plus, CIC’s ease-of-customization means our marketing team can now control the IVR instead of relying on IT.”

Agent utilization has also improved. “CIC’s real-time monitoring and reporting capabilities mean our agents’ phone time is tracked very closely,” Albacete said. “This has led to increased productivity.”

Faster and deeper access to data has also helped the contact center operate more effectively. “CIC’s monitoring and reporting features enable us to operate on real-time information,” Albacete said. “For instance, our contact center staff can now review call abandon rates and make recommendations for changes to the IVR. This empowers them, while increasing the value we bring to the company.”

Given DEFENDER Direct’s focus on innovation and creativity, CIC has become an integral part of its marketing and customer service strategy. “Our corporate culture is built on the idea that businesses don’t grow, people do,” Albacete said. “CIC empowers our people to run with ideas for growing our business and improving the customer experience. Our contact center system has gone from being a limitation to an asset.”

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INTERACTIVE INTELLIGENCE[®]

Interactive Intelligence, Inc. (Nasdaq: ININ) offers unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. More than 3,500 organizations worldwide currently benefit from the company’s open, all-in-one IP communications software suite, which can be deployed as a premise-based or communications-as-a-service (CaaS) solution.

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