



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Case Study

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Enterprise Messaging

Summary

Customer: Lasik MD



Headquarters: Montreal, Canada

Industry: Medical

Challenge: Replace multiple telephony platforms with a single contact center solution, including real-time views into performance, and support for multichannel queuing.

Solution: *Customer Interaction Center*[®] (CIC) is an all-in-one communications software suite that provides multichannel contact center automation and enterprise IP telephony functionality for mid-size to large organizations.

Benefits:

- Processed 15% more calls without increasing staff, and while achieving a 95% answer rate
- Reduced response time from 24 hours to one hour
- Reduced long-distance calling costs by US\$11,000 per year; telephony line costs by US\$20,000 per year

Lasik MD Reduces Telephony Costs by \$30,000 Annually with All-in-One IP Communications Software Suite

About Lasik MD

Lasik MD is the leading provider of laser vision correction in Canada. Lasik MD performs 40% of all laser vision correction procedures in Canada. Lasik MD eye surgeons are among the most renowned, highly trained and experienced in the world, having performed over 450,000 laser eye surgeries in Canada. Lasik MD has 21 clinics across Canada, and one clinic in the United States.

<http://www.lasikmd.com>

The Challenge

By anyone's measure, the Montreal-based Lasik MD chain of vision correction clinics runs a complex contact center operation, spanning six time zones and managing calls in English and French. The company's 52 agents (including five remote agents) manage several hundred thousand contacts yearly, including calls, emails and faxes, all regarding information and appointments about the company's vision correction services.

Because agents handle incoming calls responding to Lasik MD's broadcast and print advertising about its surgeries, it's imperative that calls are handled quickly and efficiently.

However, in 2006, more than a dozen separate telephony platforms were in place at the company's then 13 clinics, each installed independently as the company and new clinics were established. The main contact center in Montreal used a Nortel BCM 400 system. Individual clinics typically had a Nortel or Toshiba PBX. The company expected to grow its network of clinics at a rapid pace, but the existing telephony systems were not capable of keeping up with the expansion.

"Expanding the BCM system meant we had to purchase more hardware, and we didn't want to rely on a hardware-based system to fuel the growth of our contact center," Lapierre said. The Nortel BCM system also lacked features that Lapierre and his colleagues believed were needed to maximize the company's telephony investment, and to respond quickly to changing contact center staffing needs, especially during peak call times.

"The reporting module for the BCM was limited," Lapierre said. "We could get metrics on overall performance, but not in real-time, and not for each agent. We had no way of knowing how many calls each agent answered, or how much time they spent not taking calls. In addition, our reporting server did not always synch properly with the BCM system, resulting in a loss of historical data."

Lasik MD's multitude of telephony systems meant that about 30% of incoming calls were answered by local clinic staff who fielded calls that came into various separate phone lines by region. Lapierre wanted to reduce this percentage to improve customer service in the clinics. "Our staff needed to spend more time with in-office patients instead of answering calls," he said. There was also no recording capability, which the Lasik MD staff knew they needed for training and quality assurance.

The Solution

Lasik MD sought a product that would allow for complete recording of ACD calls and real-time reporting of contact center performance to track individual agents.

The company wanted a unified solution for all its offices, and one that was VoIP-based for ease-of-implementation and upgrading. It also needed a solution that would integrate with existing key systems, such as its CRM package.

"We wanted a solution that was user-friendly for both our clinic staff and IT administrators," Lapierre said. "With our existing system, if we wanted to change IVR menus, we needed to work with a third party." With the old system, there was also no way to route email and fax inquiries into the queue. Email and fax queries were managed separately, with some contact center employees answering emails and faxes on an ad-hoc basis. Responses were made within 24 hours of receipt.

Lasik MD considered solutions from Aheeva, Aspect, Mitel, NEC, TELUS, and Interactive Intelligence.

After careful review, Lasik MD selected the Interactive Intelligence *Customer Interaction Center*[®] (CIC), a standards-based, all-in-one IP communications software suite. CIC's features – including multichannel queuing and recording – and its unique single-platform architecture were key factors in Lasik MD's ultimate selection of the product.

CIC and its add-on application, *Interaction Recorder*[®], were deployed to support Lasik MD's main Montreal contact center and all of its clinics. "The deployment went much faster than expected, and system changes now typically take us no more than three days from configuration through testing and training," Lapierre said.

The Benefits

Lasik MD's old telephony systems could not support call routing to remote agents. After deploying CIC, Lasik MD was able to add five home-based agents to its staff.

"We were constrained by the size of our contact center offices in the past, so we couldn't even think about adding more agents as we grew," Lapierre said. "With CIC, we can easily bring on new agents without worrying about office space."

At the same time, agents are more productive. "With CIC, we're able to manage 15% more calls without a corresponding increase in staff, while still meeting our goal of a 95% answer rate," Lapierre said. "In addition, CIC's multichannel queuing, including fax and email, has helped us reduce response time from 24 hours to just one hour."

Agents and supervisors also have easy access to real-time information, since CIC enables contact center data to be published to the company's intranet via Microsoft SharePoint. "The availability of real-time information has sensitized our staff to conducting administrative work only when answer rates allow," Lapierre said. "If they see abandon rates rising, they can now immediately stop secondary duties to take the calls."

CIC's VoIP and centralization capabilities have helped Lasik MD reduce long-distance calling costs by US\$11,000 per year, and telephony line costs by US\$20,000 per year.

CIC's flexible routing features have also benefitted the company. "CIC guarantees that our top 15 high-converting agents can now receive calls generated by our marketing efforts," Lapierre said. "Because of this, we have improved our odds of prospective customers scheduling appointments for vision correction. This has helped us increase both revenue and customer satisfaction."

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Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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