



INTERACTIVE INTELLIGENCE®
Deliberately Innovative

Case Study

Contact Center Automation

- Multichannel 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

Business Process Automation

Communications-as-a-Service

Summary

Customer: ClubHouze



Headquarters: Sydney, Australia

Industry: Education

Challenge: To align the ClubHouze call centre and CRM with new business strategies and operations.

Solution: *Customer Interaction Center® (CIC)* is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intensive organisations.

Product Replaced: AVAYA IP Office

Benefits:

- All-In-One software platform
- Centralised in-house administration
- Ability to add functionality out of the box
- Rapid and smooth deployment
- Strong partner relationship between Interactive Intelligence and RightNow



ClubHouze Streamlines Operations with Integrated Contact Centre and Customer Experience Solutions

About ClubHouze

ClubHouze is a business in transformation. Once best known as a children's talent agency (BrightStars), the company has spent the past three years tightening its focus on learning and development, creating a curriculum of activities to help nurture toddlers as they make their own transition to school life. Today, ClubHouze under the backdrop of creative arts lessons, helps children develop socialisation skills, build upon basic literacy and numeracy, increase their vocabulary and develop self-confidence to support them in their first years at school.

www.clubhouze.com.au

The Challenge

The degree of change required to affect this new focus has impacted almost every part of the ClubHouze operations. To bring consistency to the learning environment and give more flexibility in course offerings, the organisation is moving away from its previous use of more than 100 shared premises across New South Wales and Victoria. Instead, it is creating dedicated ClubHouze academies.

Where there was once a single head office and call centre employing 70 frontline staff, plus an additional 30 support staff, administration and communication channels are being decentralised into satellites, enabling regions to create their own local service.

Chris Borg, Operations Manager, ClubHouze, explains, "Our aim is to build communities and to give a more personalised service to students and their parents. We want to make the person that you first speak to on the phone the same person that you see at your first class!"

Improvements in one area...

One of the company's first steps in this new direction was to deploy a new contact centre automation and IP telephony solution - the Customer Interaction Centre® (CIC) from Interactive Intelligence. "CIC was something that we were confident could be administered in-house and this was very important to us. We didn't want to be reliant on an implementation partner," Borg notes. "It could be deployed rapidly, and the thing that really grabbed our attention, is that it's an all-in-one software platform. Some competitive products require third party solutions, and that raises complications when it comes to integration and upgrades. With CIC, no matter what we wanted to do, we had the ability to add functionality out of the box."

Deployment was carried out in the latter part of 2009. The system uses ClubHouze's area network and Voice over IP (VoIP) for internal calls, and ISDN for all external calls. Functionality includes ACD for routing of calls, faxes and emails, call recording to provide both quality assurance and for additional security when engaging in financial transactions, dynamic scripting and outbound predictive dialling for quiet times.

With 75 per cent of ClubHouze's annual enquiries received during the first six weeks of the school year, the introduction of the new system could have been a testing time. But as Borg points out, the technology and new processes were all designed to cater for such peak patterns, and all went smoothly.

...Highlights Problems in Another

One outcome of the deployment that ClubHouze could not have predicted was that its contact centre solution would add to the urgency of replacing the company's CRM platform. Borg explains, "Within three months, we had the dialler making 20,000 outbound calls per week -

which was a great improvement - but we were finding bottlenecks in other areas of the business. We needed to fix our frontline capacity in order to manage a vast number of contacts, and this meant we had to get a new CRM system in much earlier than anticipated.”

Borg's plan was to replace six separate systems covering timetabling, enrolment, CRM, payments, member website and email communications, with a single integrated solution. “The problem was that our six systems had little connectivity, so data integrity and data migration were very likely to be a challenge.”

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It took a few months of research, but in late June, the project team selected RightNow's Customer Experience (CX) solution. Borg says, “There were three options that we could have chosen, but RightNow was the best fit for us. Similar to our thinking about the contact centre, RightNow offers easy administration so that we felt we could handle the majority of what we needed to do internally. Secondly, the relationship between RightNow and Interactive Intelligence is strong. The product development plan between the two platforms is something we were very interested in, especially given the significant investment in our telephony infrastructure.” CX and CIC's integrated functionality including embedded call controls, multi-channel queuing and unified reporting strengthened the appeal.

Despite the complexity of the project, ClubHouze stipulated a non-negotiable October deadline to enable thorough bedding down of the system before starting 2011 afresh with quality data. “RightNow quickly understood our requirements. They carried out a rapid deployment and it was a real credit that they met the deadline,” Borg adds.

The Vision's ROI

The combination of CX and CIC helped to smooth the flow of customer interaction during the remainder of 2010, but it is in 2011 that Borg expects to see the real pay-off. “Our contact centre resolution for this year is to measure success based on customer satisfaction,” he says. “We'll look at all the granular information such as abandon rates and so on, but the real measure will be how happy the customers are. We're starting to see improvements in this already.”

Borg believes that the new business model focusing on community spirit and local administration will provide a big boost. “Previously, there were few staff who knew how to handle all six internal systems, so single calls were often handled by multiple people. Through the combination of RightNow and Interactive Intelligence, we'll be able to provide a single point of contact. We couldn't route the calls this way without both systems.”

Operational savings are also anticipated. “The technology has given us an opportunity to reduce how many full time employees we need. We used to need a lot of human intervention due to the lack of integration at a system level. We had to fill the gaps in our processes with people, but it was always a long-term ambition that this would be addressed. Now, we are saving a lot of effort, time and money, because the system works,” Borg observes.

Integrated reporting and information sharing between the two systems has increased visibility into ClubHouze's processes, shining a light on bottlenecks and other problem areas. Forecasting and board reports have been greatly simplified. Agents have been empowered with the data they need to address customer questions, leading to improvements in staff satisfaction. “It's empowered us to focus further on improving the fundamentals of the business rather than the management of day-to-day operational issues,” Borg notes.

A Work in Progress

ClubHouze's transformation is still a work in progress, but Borg is confident that the company's technology systems will continue to evolve alongside the business. “We're not scared of doing more than just dipping our toes in the water in the endeavour to become the business we, along with our customers, want us to be. Philosophically it's all about the wellbeing of children and looking for opportunities to help them develop to their full potential. A key reason why we chose the Interactive Intelligence platform and RightNow was because we needed to have something that could change as we change. As we decentralise, employees in Melbourne are gaining all of the same access to the system that Sydney-based employees have. Flexibility is built into the architecture of both products,” Borg concludes.

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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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