



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

HomeAgain Discovers Ease of CRM Development

Philip Spampinato, HomeAgain Manager of Customer Care and
Rex Brown, Director of Sales at West Corporation

West Corporation Overview

- Founded in 1986 and comprised of three business segments:
 - Communication Services, Receivables Management, Conferencing
- \$ 1.856 billion in revenue (2006)
- Over 28,000 employees in North America, Europe, and Asia
- 57 contact center locations
- 20,200 workstations (all three business units), including 3,300 international workstations
- 121,500+ IVR ports and 5 interactive automated voice & data processing centers



West Interactive

West Interactive is a world-class provider of **automated customer contact solutions**. We combine **advanced touch-tone and speech recognition technologies**, with a **highly scalable standards-based infrastructure**, to help companies more effectively conduct **multi media transactions**. Our **hosted and managed solutions** are designed to help our clients **connect** with their customers, **deliver superior service** and **maximize the value** of every customer interaction.

Awards & Accomplishments



Call Center Magazine selected West Interactive for its innovation and ability to anticipate significant industry-changing trends

West Interactive's development of DirecTV and Comcast natural language applications led to two awards from Speech Technology Magazine in 2006.

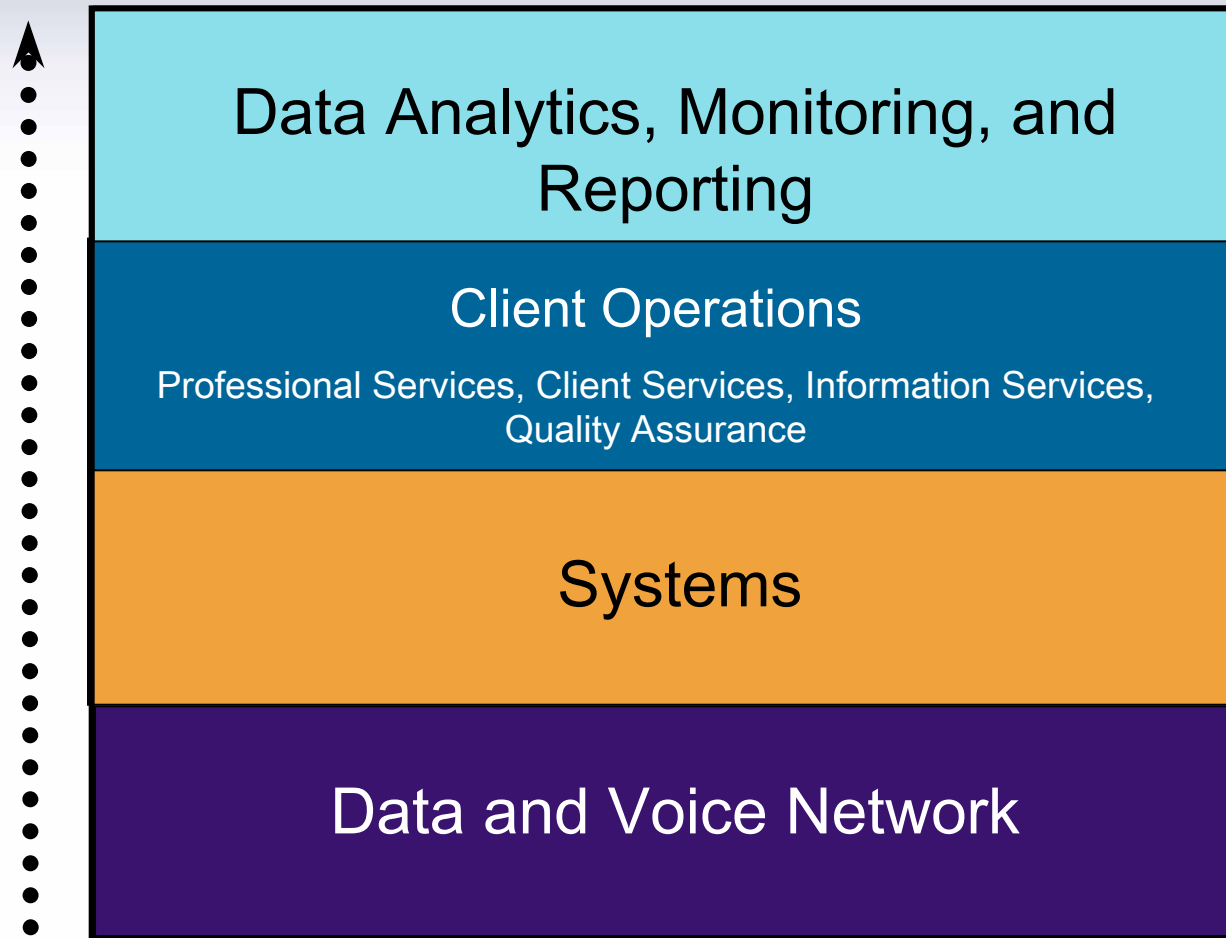


West-developed applications have led to over 6 Best in Class awards from JD Powers.

Key Services

- West's businesses give us a unique understanding of end-to-end customer support and the importance of integrated, market-leading technology
- West Interactive offers four key services that improve customer service while lowering costs
 - Superior automated call processing (Hosted Self-Service)
 - Interactive outbound notifications (IntelliCast)
 - VACD: Intelligent automated call distribution (ExpressRoute)
 - Real-time CSAT surveying (Insight Customer Intelligence)

West Interactive



Building from a Great Foundation

West Interactive Differentiators

- Focused on reducing inbound service calls
 - Call resolution / reduction of cost due to less calls needing an agent for completion
 - Reduce repeat callers through natural language deployment
 - Host connections and CTI integration collect previously collected data via self-help and present to the desktop (Reduce AHT, improve customer satisfaction, conversion & customer loyalty).
- Flexibility and responsiveness
- Dedicated team support to manage daily, weekly, monthly, quarterly expectations with Ceridian
- “Can do” attitude
- Real-time Administration –monitoring and management tools via a secure Website customized for our Clients
 - End to end reporting with CTI integration
- Host interface to maximize call completion
- Katz licensed platform

Real Time Enterprise Reporting – Agent Interaction Center (AIC)



- Agent Interaction Center (AIC) provides a real-time view into agent activity
- Updating every second, AIC provides drill down capabilities by:
 - Customer
 - Line group
 - Agent
 - Specific Calls
- Graphical data representation to show real-time trending
- Thresholds are easily configurable
- Color coding used for “at a glance” reference

Real Time Enterprise Reporting – Agent Interaction Center (AIC)

The screenshot displays the Agent Interaction Center 0.8 interface with several overlapping windows:

- MaxStats:** A summary table for different line groups.
- Widget Sales - Agent Listing:** A table listing agents with their current state and performance metrics.
- Widget Care Agent BreakDown:** A pie chart showing the distribution of agents across different states.
- Widget Corp - Agent Listing:** A detailed view of agents for a specific line group.
- Agent 5860 - Details:** A pop-up window showing comprehensive information for a specific agent, including contact details and call history.

LineGroup	ASA	ALC	Agents	On Call	Queue	QueueLWait	Waiting	Not Ready	Busy Main	Busy Other	Answered	Abandoned	Wrap	Service Le...
Widget Care	0:13	1:49	147	56	0	0:00	89	2	57	0	166	9	0:11	94.8%
Widget Sales	0:12	1:55	89	51	0	0:00	38	0						
Widget Corp	0:12	3:37	4	3	0	0:00	1	0						

Agent ID	State	Time in State	Talk Time
8976	On Call	6:49	6:49
7484	On Call	5:30	5:30
5860	On Call	4:51	4:51
3929	On Call	4:21	4:21
8008	On Call	4:10	4:10
8956	On Call	4:10	4:10
6008	On Call	3:58	3:58
9307	On Call	3:44	3:44
9385	On Call	3:43	3:43
7589	On Call	3:38	3:38
7529	On Call	3:37	3:37
4761	On Call	3:20	3:20
7688	On Call	3:20	3:20
8097	On Call	3:02	3:02
8082	On Call	2:49	2:49
9502	On Call	2:49	2:49
7298	On Call	2:46	2:46
7256	On Call	2:30	2:30
8568	On Call	2:25	2:25
5799	On Call	2:21	2:21
4258	On Call	2:19	2:19
7261	On Call	2:14	2:14
8567	On Call	2:13	2:13
8251	On Call	2:12	2:12
4010	On Call	2:11	2:11

Agent ID	State	Time in State	Talk Time
4569	On Call	5:24	5:24
5606	Waiting	0:42	
6708	On Call	0:02	0:02
9404	On Call	2:07	2:07

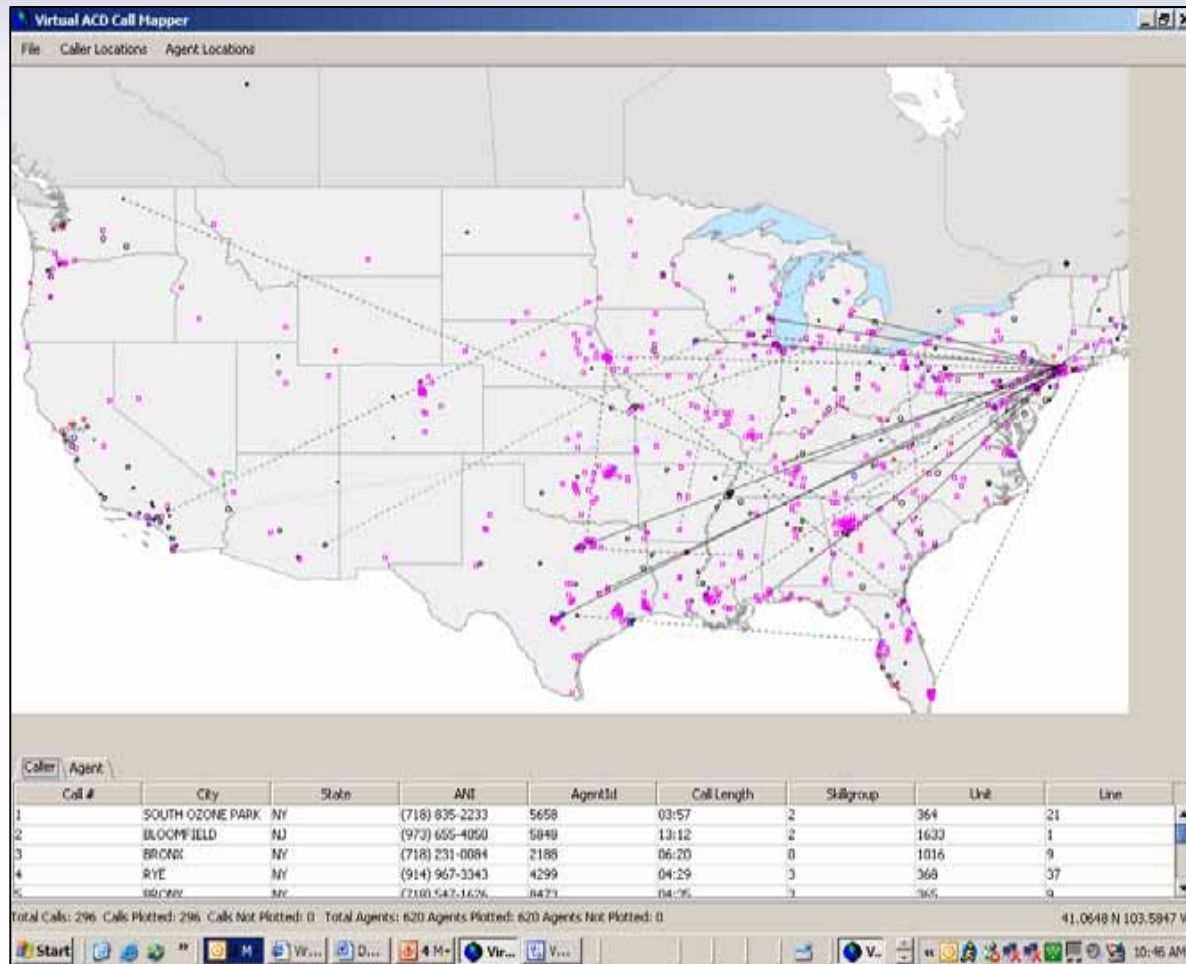
Agent Detail		Call Detail	
Agent ID	5860	UnitLine	
Screen ID	A5860	ANI	4192282245
Agent State	On Call	RTN	8116006726
Phone Number	2565476687	Transfer Start	09:14:53 EDT
Email	bmontejo@comcast.net	Duration	4:51
First Name	Barbara		
Middle Initial	A		
Last Name	Montejo		
User Name	bmontejo		
Timezone	CE		

Call States: 4:51

KEY: On Call (Green), Conferenced (Cyan), On Hold (Red), Conference Hold (Yellow)

- Line Group drill down provides real-time info for all agents currently logged in
- Agent drill down provides
 - Agent details
 - Call state
 - Call detail
 - Specific calls
 - Access to call audio files
- Audio files may be emailed directly from this tool via a secure URL

Real-Time Reporting – VACD Mapper



- Updates every second
- Shows agent and caller's geographic location
- Provides call detail information on callers
- Provides agent detail information on agents
- Maps specific callers to agents at call initiation or ad hoc



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



How Schering-Plough HomeAgain LLC uses RightNow

Traditional Uses

- HomeAgain transitioned from an Outlook based email system to RightNow
 - Went from hundreds of messages per day that were difficult to track and manage to all emails being traceable with their own unique incident numbers in RightNow
 - Went from a backlog of thousands of incidents to a manageable level in a short period of time by instituting queue management strategy with the buy in of top management
 - Assigned queue managers that are responsible for their teams incidents
 - Went from a lack of reporting to robust standard and custom reports that show measurable progress in incident resolution as well as areas that need improvement

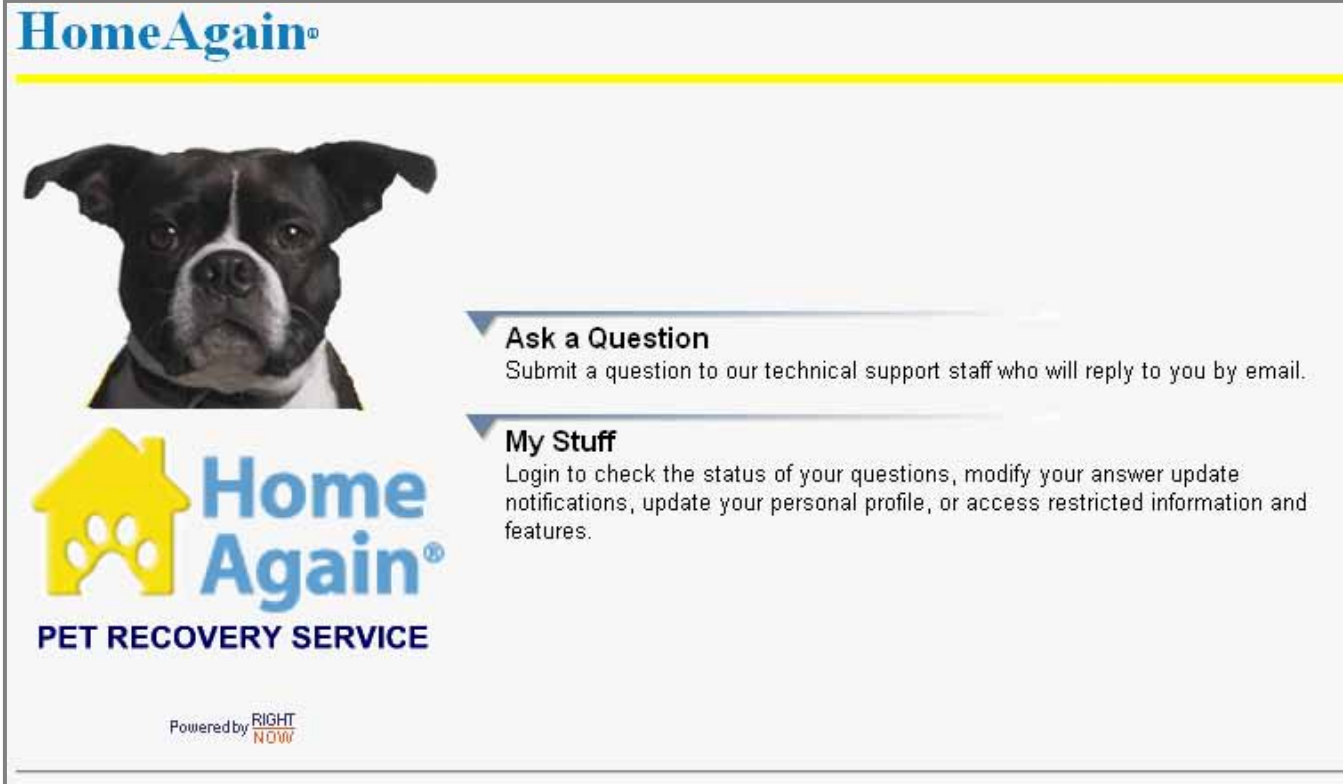
CRM Support Console

The screenshot displays the CRM Support Console interface. At the top, there is a navigation bar with 'Support Console' and various utility icons. Below this is a 'Viewing My Inbox' section with a table header for 'Subject', 'Date Due', and 'Status'. The main area is divided into 'Messages', 'Details', and 'Contact' tabs. The 'Contact' tab is active, showing a form for creating or editing a contact. The form includes fields for 'First Name', 'Last Name', 'Email', 'Phone', 'Login', 'Password', 'CRM State', 'Country', 'Street Address', 'City', 'State/Prov.', and 'Postal Code'. A dropdown menu is open, showing options: 'Create New Contact', 'Associate Existing Contact', and 'no name (Primary)'. The 'Status' is set to 'Unresolved' and 'Disabled' is set to 'No'. A 'Custom Fields' section is visible below the main form, with an 'Inbound ID' field containing '@@@@'. At the bottom, there are buttons for 'Save', 'Cancel', 'Send Response', 'Options...', 'Spelling', 'Forward', and 'Print'.


- Home Again has the ability to look up a contact or make one on the spot
- Home Again can pull up an existing incident for update or create a new one
- Home Again can escalate an incident to another authorized queue

Innovative Uses

- HomeAgain used the Ask a Question functionality as a tool to assist our internal sales force instead of tying up our inbound CSRs with phone calls




HomeAgain®



Ask a Question
Submit a question to our technical support staff who will reply to you by email.

My Stuff
Login to check the status of your questions, modify your answer update notifications, update your personal profile, or access restricted information and features.

 **Home Again®**
PET RECOVERY SERVICE

Powered by RIGHT NOW

Contact Incident History

Messages | Details | **Contact**

Relation Primary Incident Contact

• **First Name** michelle

• **Last Name** steinbeck

• **Email** mlsteinbeck@we

Phone

Login mlsteinbeck@west.c

Password chester

• **CRM State** Service

Country --

Street Address

City

State/Prog. --

Postal Code

Title

SLA [no value]

Type --

Disabled No (for Service)

Custom Fields

Inbound ID @@@@

Incidents **Audit Log** [View in Separate Window](#)

Solved	+0:00	-24:00	Chat	050908-000202	Chat Session
Solved	+83:39	+67:39	Ask a Question	050908-000179	are these phones really any good?...
Solved	+0:00	-24:00	Chat	050830-000041	Chat Session
Solved	+0:00	-24:00	Chat	050829-000093	Chat Session
Solved	+0:00	-24:00	Chat	050825-000187	Chat Session

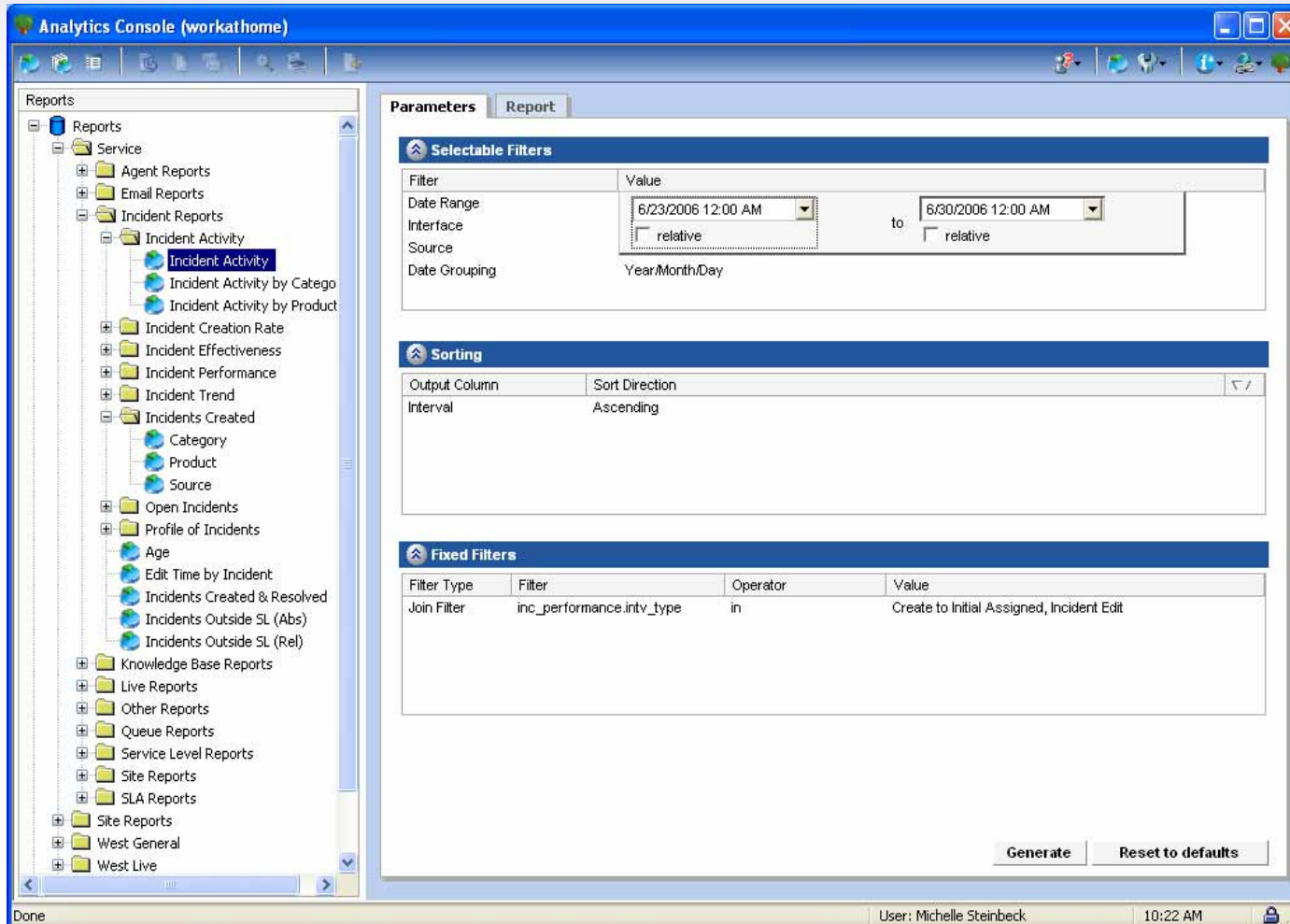
Resolution Time Relative to Requirement

- Home Again has used the custom fields to configure our CRM for use by our CSRs and Sales force for a consistent interaction with our clients.
- This flexibility has enabled us to integrate our new CRM with our existing platform.
- Incident history can be viewed for a contact while our CSRs are working a new incident.

Innovative Uses

- HomeAgain used the Ask a Question functionality as a tool to assist our internal sales force instead of tying up our inbound CSRs with phone calls
 - Allows us to answer more customer calls in a timely manner
 - Empowered the sales reps to manage their own queue of incidents with the ability to enter and update them at any time and from anywhere
 - Shows the sales force that the customer service department was able to take proactive steps to log and work their issues in a timely manner
 - Enables the tracking of incidents by sales rep
 - Shows trends in the field that would not otherwise be apparent and allows us to tailor our product offerings and marketing campaigns accordingly

Analytics Information



- Home Again utilized several of RightNow's 182 pre-configured reports to meet our initial launch requirements
- Home Again utilizes the scheduling tool to automatically generate reports for our Executive Team

THANK YOU for your time this afternoon!



west

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sp Schering-Plough



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Again**®