



QWEST SOLUTIONS FEATURING:

Qwest® Hosted Interactive Voice Response (IVR) Service

Case Study:



CUSTOMER:

Discover the World Marketing
www.discovertheworld.com

BUSINESS CHALLENGE:

The company's customer contact center books and aids travelers on behalf of corporate clients. Network outages and poor technical support motivated Discover the World to find a new hosted interactive voice response (IVR) service provider.

SOLUTION:

IT managers implemented the Qwest® Hosted IVR service at the firm's call center. The Qwest Hosted IVR solution traffics about 500,000 calls annually through the center's 15 ports. Managers also use the Qwest® Q Routing® service to route callers to employees with the expertise and training to assist them.

BENEFITS AND RESULTS:

- The Qwest Hosted IVR best practices and IVR service reduced caller hold time by 24 percent
- Proper routing of customer calls to specialized employees markedly improved sales efficiency
- The reliability and redundancy of the Qwest solution eliminated outage concerns
- Lower Qwest telecommunications charges, in combination with avoidance of in-house IVR infrastructure expenses, saved the company 30 to 35 percent in costs
- Qwest Control® enables IT staffers to respond to sales or marketing initiatives in hours versus days

DISCOVER THE WORLD MARKETING

Discover the World Marketing (Discover) provides outsourced services to the travel industry. Hotels, airlines and rental car agencies hire the company to develop targeted marketing and sales initiatives. The company also offers seasoned sales and marketing specialists to implement such programs.

Based in Scottsdale, Arizona, Discover has 82 offices in 54 countries. Its global client list includes more than 50 major travel corporations. Annual revenues of roughly \$500,000,000 make Discover the largest travel representation company worldwide.

"On the operational side, we offer our clients some value-add services," said Rob Cope, senior director of finance for Discover the World. "One of them is a customer contact center where we help our clients' customers make their travel arrangements. We're averaging about 500,000 calls a year right now."



FACING THE CHALLENGES

"Our call center agents represent our clients' brands and it's really important that we deliver a positive experience for their customers to reflect well upon those brands," said Cope.

However, the previous provider's network issues put that goal at risk. "We had outage problems with another company's hosted IVR service," said Cope. "Sometimes we'd lose service for a few days. That made it very difficult to seamlessly handle incoming calls and deliver an optimal customer experience."

The prior provider's lukewarm support contributed to the problem. "Their technical support wasn't particularly responsive," said Cope. "Troubleshooting was an issue and finding a quick resolution both in terms of protecting the caller experience as well as providing some sort of temporary solution to technical issues were always a challenge."

“The Qwest [Hosted] IVR service has made a dramatic improvement in virtually every area of our business. The reliability and call quality ensures we represent our client’s brands well; callers get to the right person faster; and we now offer IT turnaround support for our marketing and sales teams measured in hours, not days.”

—Rob Cope, Senior Director of Finance, Discover the World Marketing

PROVIDING A SUCCESSFUL SOLUTION

The Discover IT team applied a scorecard evaluation of four providers to arrive at its selection.

“One of the main reasons we chose Qwest was the high reliability we’ve gotten from other services we get from them.” said Cope. “We also liked that Qwest’s network allows us to have redundancy through multiple routing processes.”

Discover administrators worked with Qwest Contact Center Solutions® technicians to implement the Qwest® Hosted IVR service at the firm’s U.S. customer contact center.

The solution utilizes 15 ports and integrates with a third-party, overseas call center to address international calls. For U.S. calls, the company leverages the Qwest® Domestic Toll Free service. Call volumes range from 35,000 to 50,000 calls a month to yield an annual volume rate of about 500,000 calls.

Additionally, Discover deployed the Qwest® Q Routing® service. Managers use it to route callers to the agents that have the knowledge and skills to address their inquiries.

The smooth transition to the Qwest services was a welcome contrast to the service Discover’s previous provider gave them. “The integration process went so well and was so seamless that I was able to handle it remotely while on vacation,” said Cope.

DELIVERING RESULTS

“The Qwest team not only delivered a reliable hosted IVR service, but also shared IVR best practices

to help us continuously improve our operations,” said Cope. “They’ve performed beyond the role of a service provider to fill the shoes of a true technical partner we can count on to increase our competitiveness in our space.”

REDUCED COSTS

“We realized cost savings of about 30 to 35 percent, both in terms of the telecommunications charges we were paying as well as avoiding the capitalization costs an on-premises IVR solution would have incurred,” said Cope.

Operationally, Discover can cost-effectively align the use of IVR access capacity based on call volume. “We can expand or contract the number of ports we need due to sales initiatives,” said Cope. “So we’re able to ensure good service to our internal customers while minimizing our telecommunications costs.”

IMPROVED CUSTOMER SERVICE

“We worked with the Qwest team to streamline the menu options available to callers.” said Cope. “As a result, we cut the average hold time by 24 percent. That’s huge when you multiply that by the 500,000 calls we get annually.”

Employee productivity has also received a boost. “We’ve seen an improvement in sales efficiency because the [Qwest] Q Routing service directs callers to the correct department,” said Cope. “Matching callers with the people who are trained to address their inquiries ultimately reduces talk time as well as our agents’ ability to upsell additional products and services.”

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The IT team's ability to service internal customers has been improved as well. Previously, setting up or revising menu options for marketing and sales initiatives took days. Today, using the Qwest Control® remote-management tool, Discover's IT team can complete those changes in hours.

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