



CenturyLink Solutions Featuring:

CenturyLink Toll Free Service

Case Study: Fulfillment Technologies, LLC (Filltek)



Customer:

Fulfillment Technologies, LLC (FillTek)
www.filltek.com

Business Challenge:

Executives wanted to increase the operational efficiency of the firm's customer contact center and cut costs. They reevaluated their telecommunications contracts and spotted an opportunity to meet their objectives.

Solution:

Managers implemented the CenturyLink Toll Free service across five T-1s and transferred 46 toll free numbers to the new circuits. The company's customer contact center uses over 4 million minutes per year. Administrators use the CenturyLink Control Center online management tool to allocate percent call routing to a third-party provider during peak periods.

Benefits and Results:

- Cut contact center minute-to-minute expenses by 20 percent to markedly improve cost efficiency
- Slashed contact center T-1 monthly fees by 40 percent
- Responsive CenturyLink staff dramatically reduced vendor management labor hours
- Online CenturyLink Control Center access to 1,500 page bills speeds accounts payable reconciliation
- Consultative CenturyLink account team realigned service portfolio to remove non-utilized services and add business agility

Fulfillment Technologies, LLC (Filltek)

From its Cincinnati, Ohio headquarters, FillTek provides fully integrated customer care and fulfillment services. The firm's clients are among the nation's top retailers, wholesalers and manufacturers, including household name companies like Avon and Tommy Hilfiger. These customers use FillTek's fulfillment and customer care services to support their e-commerce lines of business.

To ensure the timely and satisfactory delivery of customer products, FillTek utilizes 404,000 ft. of fulfillment and distribution center space. To complement this service, the company also provides customer contact center services through a 160-seat facility.

"Our customer contact center is a key element to our success and profitability," said Tim Betz, director of client services and customer contact for FillTek. "It provides customer sales and service to end customers through phone, e-mail, online chat and mail communications channels."



FACING THE CHALLENGES

FillTek's contact center relies heavily upon telephone communications. "Last year our agents logged over a million minutes in one month," said Betz. "The rest of the time we average about 275,000 minutes a month to serve end customers."

That adds up to over 4,000,000 minutes annually, a sizable line item in the firm's operating budget. "We're always looking for ways to trim our operating costs," said Betz. "Even small cuts to per-minute costs can have a dramatic effect on our bottom line. In the current economic climate, cost-cutting has become top of mind."

Beyond the desire to trim operating costs, managers also wanted to establish a relationship with a more responsive vendor.

"When we called our previous provider we got the feeling that we were just another number to them," said Betz. "When we need service

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“The Qwest solutions were essential to helping us drive down our contact center operating costs. The services have been reliable and we are more nimble because we can allocate percent call-routing to a third-party vendor at a moment’s notice.”

—Tim Betz, Director of Client Services and Customer Contact, Fulfillment Technologies, LLC

or support, we need it fast, so we were very eager to see if other vendors could meet that need.”

PROVIDING A SUCCESSFUL SOLUTION

Decision makers chose CenturyLink from among the RFP responses of several tier-one providers.

“The Qwest account team had a lot to do with our selection,” said Betz. “From putting the proposal together to giving us immediate responses with technicians, we felt we could count on them to maintain that service level once the ink dried on the contract. And that’s certainly been the case.”

Managers worked with CenturyLink technicians to install five T-1s at the firm’s Cincinnati, Ohio contact center. They also transferred 46 toll free numbers which utilize the CenturyLink Toll Free service.

Additionally, managers use the CenturyLink Control Center online tool to administer and monitor percent call routing volumes to a third-party vendor. Accounts payable personnel also use it to access bills online which helps facilitate reconciliation activities.

DELIVERING RESULTS

The CenturyLink services and tools deliver the reliability, ease of use and pricing managers wanted to enhance their operational efficiencies.

COMPETITIVE PRICING LOWERS COSTS

“From an ROI perspective, the number one benefit we’ve seen has been a 20 percent savings in direct minute-to-minute expenses, and that’s been a huge savings for us,” said Betz. “Qwest also cut our monthly recurring T-1 line costs by 40 percent.”

The consultative philosophy of the CenturyLink account team has further helped Betz manage his costs. “My representative worked with us to drop a couple of services from the original implementation because he noticed we weren’t utilizing them. We thought that was pretty nice because not everybody’s willing to remove services that you don’t even know you’re not utilizing.”

SUPERIOR SERVICE AND RELIABILITY

“With our previous vendor, we spent a lot of time following up with them on questions and having to go back to them multiple times with the same question,” said Betz. “With Qwest, our account management experience has been 180 degrees from that. They’ve been very prompt in following up with us and keeping us in the loop about the status of our inquiries. That freed up my people to finish other projects on our list.”

Betz is equally satisfied with the quality of the CenturyLink services. “When you look at call quality, or line quality or network reliability, in all honesty it’s been perfect with Qwest,” said Betz.

CenturyLink CONTROL CENTER ENABLES TIGHTER SERVICE CONTROL

During peak times, Betz allocates a percentage of oversubscribed toll free calls to the firm’s third-party vendor using CenturyLink Control Center. “The tool gives us the ability to manage the calls down to a minute-by-minute level. I also like being able to run trunk-line reports to be sure we’re not having any routing issues.”

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