

Contactual helps sales outsourcing company to achieve their largest goals

Executive Summary



Company: Intrep, Inc. (www.intrep.com)

Business: Intrep is an inside sales outsourcing company. One of their key service offerings is a virtual contact center which employs a network of highly-talented, distributed agents across a wide geographic area. Effective use and management of the virtual contact center is vital to Intrep's growth and success.

Challenges:

- Ability to offer both inbound and outbound customer sales support using multiple contact methods.
- Efficiently and accurately measure productivity of workforce made up of over 130 distributed agents.
- Integrate contact center efforts with CRM

Solution: **Contactual OnDemand Contact Center** for call, email and web chat routing, call monitoring, CRM integration, and reporting.

Benefits:

- Enhanced service offerings – Enterprise-class service offerings allowed Intrep to attract and retain customers requiring higher call volume and greater levels of service.
- Increased productivity – Accurate reporting with real-time call monitoring and recording led to a productivity increase of over 35% and staff increase of 15%.
- Enhanced Customer Relationship Management – Integration with Salesforce.com provided an accurate shared knowledgebase available to all agents across the virtual organization.

Based in Columbus, Ohio, Intrep is a progressive and technologically advanced inside sales outsourcing company, delivering a complete inside sales program. Their offerings include an on-demand contact center that leverages a distributed workforce and best-of-breed software applications to provide high caliber talent and an extensive sales and marketing solution regardless of the customer's geographic location.

Intrep's outspoken CEO, Jack Sands (selected multiple times as a finalist for the Ernst & Young Entrepreneur Of The Year Awards program) is optimistic when it comes to the companies he targets. While he is glad to have clients with the need for only a small call center, Sands also targets some of the largest corporate enterprises in the country.

"After a brief web-based training program, our agents are able to use all the features they need"

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To handle the high call volume of and complex needs of large-scale customers, while also being able to manage their smaller customer's needs, Intrep turned to **Contactual OnDemand Contact Center** for accurate call, email and web chat routing, call monitoring, and reporting. They also rely **on Contactual OnDemand Contact Center's** ability to seamlessly integrate with Salesforce.com for enhanced CRM efforts.

Starting with Nothing

For much of its existence, Intrep used a basic application that did not measure up to the company's growing needs.

"For a long time, we simply used a contact center software application we developed in-house," according to Mr. Sands. "It proved to not only be costly to manage and maintain, but we could only handle inbound calls."

While Intrep needed more in regards to a contact center solution, Sands says he was careful when finding what he was looking for.

"Most of what I saw on the market tended to either be a traditional installed contact center solution with robust features, or a hosted contact center solution with fewer functionalities. I did not want to sacrifice features for the convenience of a web-based system."

Using Contactual, Intrep was able to implement a sophisticated solution while still enjoying the full-featured abilities of the most advanced hardware based systems without capital expenditure and very low operating costs.

Distributed Agents = Distributed Needs

Besides needing to handle more methods of contact, Sands also wanted to measure productivity levels of the over 130 agents across the organization. This was something he simply could not do with his previous contact center solution.

Also, since the company relies on agents with varying hardware and phones, Sands was interested in a solution that could handle both VoIP and PSTN.

Using Contactual, Intrep's agents are well-equipped not matter where they are. They simply need an internet connection and any phone. And no matter where the agents are, Intrep can easily record and monitor (in real-time) all of its agents activities.



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“With Contactual, we can monitor calls across the organization, as well as report on a wide range of criteria,” says Sands. “We can also provide recorded calls to customers if they so desire, which greatly adds to the accountability of our Contact Center services.”



Sands reports that since the implementation of the **Contactual OnDemand Contact Center**, his agent productivity increased by 35% due to its ease of implementation and ease of use.

“With Contactual, our agents were up and running almost immediately,” reports Sands. “After only about half an hour on the phone and a brief web-based training program, our agents are able to use all the features they need to ensure each contact with the customer is the best it can be.”

Out-of-the-box CRM Integration

According to Sands, one important feature of Contactual that grabbed his attention was its ability to seamlessly integrate with Salesforce.com.

“By integrating with Salesforce.com, we are able to combine two best-of-breed solutions into one,” says Sands. “The combination offers single-click access to customers for outbound calls, and screen pops with customer information for inbound calls.”

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This integration also allows Intrep to share all contact information with its customers, a valuable tool in providing feedback for their customer’s own CRM efforts.

The Sky’s the Limit

Sands can stand behind his optimism; one of Intrep’s clients is AAA. With the **Contactual OnDemand Contact Center** Intrep can not only manage the large volume of membership renewal calls they handle for AAA’s customers, they can provide detailed reporting and productivity information to AAA.

With the track-proven ability to scale up or down depending on customer needs, Sands seems to be confident in Contactual OnDemand Contact Center’s ability to handle just about requirement Intrep encounters.

About Contactual

Contactual pioneered the use of on-demand contact centers that dramatically reduce the costs of outfitting customer service, help desk, technical support and inside sales operations by eliminating the need for premise-based infrastructure. The Contactual OnDemand Contact Center enables organizations to operate virtual contact centers with agents working from home and/or multiple sites and unifies customer communications from phone, VoIP, voicemail, email and Web channels. Contactual has earned the NetSuite 2006 Best Integrated Solution Award, Frost & Sullivan 2005 Global Excellence in Technology Award, TMC Labs’ Customer Interaction Magazine 2005 Innovation Award, and a berth in the 2006 Red Herring 100 North America list of the top 100 privately held technology firms. For more information, visit <http://www.contactual.com>.

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