CASE STUDY BRIEF

RV Retailer Utilizes Hunt Groups as Contact Center Alternative

Overview
- A leading recreational vehicle retailer with 180 dealership locations in 42 states
- Each dealership handles RV sales, rentals, service, and customer support

Challenge
The company sought inbound call visibility at each of its store locations. The objective was to better understand caller experiences and the impact this activity was having on their business. The question posed to ISI by the retailer: "Can we secure single-store call detail reporting without investing in a full-fledged contact center at each location?"

Solution
Utilize Infortel Select Premium Call Queuing for hunt group management
- Eliminate the need for a full-fledged contact center
- Fill gaps inherent in standard unified communications reporting tools
- Satisfy call handling, wait time, and call experience measurement requirements
- Eliminate contact center user license fees and infrastructure complexity

Benefits
- Real-time hunt group reporting visibility
- Complete cradle-to-grave customer journey visibility
- Call tracking by day or hour of day
- Granular agent-based call detail visibility

How the Retailer Defined Project Success

Secured inbound call detail visibility to support numerous departments

- Sales leadership
- Store managers
- Contact center managers
- Marketing

Secured cradle-to-grave call tracking measurement capability

- Calls in queue
- Number of available agents
- Agent status
- Time to answer
- Number of abandoned calls
- Number of calls going to voicemail

Secured customizable report creation and configuration capabilities

- On demand report development
- High-level views down to detailed reports

Secured user-defined alarm generation capability

- Monitor CDR call flows and other events

Summary

Harness the power of accessible contact center data without the expense and complexity of a full-fledged contact center by combining Cisco Unified Communications Manager (CUCM) Hunt Groups and Native Call Queuing with powerful CDR analytics and reporting. Learn more here.

Experience the power of Infortel Select

Unified Communications has changed telecom and the ways we communicate. To secure the CDR reporting and data analytics visibility you need to access and use trapped call data, manage telecom infrastructure, monitor customer experience and employee productivity, and secure historical records, you need the power of Infortel Select. Learn more by visiting the ISI Resource Library.