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Bruce Barrington,

Manager of Voice Communications at American Hotel Register Company

CASE STUDY



Contact Center:

American Hotel Register Company
Vernon Hills, Illinois

Solution:

Unified Communication (UC) solutions from Interactive Intelligence and systems integration expertise from Adapt

Benefits:

- Simplified IT administration
- Automatic email routing to a set of pre-configured service/sales queues
- Single administration interface for call recording requiring no third-party integration

About American Hotel Register Company

As the hospitality industry’s premier supplier for 148 years, American Hotel Register Company provides incomparable service to customer partners all over the world. American Hotel brings a total solution approach to business with the industry’s largest assortment of operating supplies and equipment (OS&E) and furniture, fixtures and equipment (FF&E), plus market-leading, technology-driven personalized procurement programs and services. The company also delivers an unparalleled global supply chain solution through its acquisition of Intros Hotel Supplies, the hospitality market leader in Europe, the Middle East and Africa, and its strategic alliance with Ming Fai International Holdings of Hong Kong, a leading manufacturer and distributor of amenities throughout the Asia Pacific region.

The company offers 50,000 items, including 1,600 national brands and more than 2,500 best-value Registry® brand products. Its value-added technology solution, RegistryTech™, is customized to each customer’s unique business needs. Company divisions include International, Education, FF&E Solutions, Government, American Healthcare Supply, American Funeral Supply Company, and Canadian Hotel Supply.

The Challenge

Due to its rapid sales growth, American Hotel was proactively seeking state-of-the-art self-service applications to benefit customers and field sales personnel alike. This would involve replacing its existing customer solutions telephony platform and interactive voice response (IVR) system. The challenge was to devise an approach which would:

- Deliver a new IVR platform with many self-service applications to reduce the number of calls into American Hotel’s customer solutions center, a vital part of the company’s business.
- Expand channels beyond voice giving American Hotel’s customers more communication options.
- Create a unified routing solution to further streamline the ordering process.
- Deliver a timely and more efficient fax distribution system.

- Deliver refined order processing and order confirmation to ensure order accuracy and allow up selling opportunities – an imperative to sustain the pace of the company’s growth.
- Enhance the company’s ability to quickly arrange its staffing schedules to meet growing demands and optimize representatives’ schedules to achieve desired service levels.

Existing customer-facing channels of communication needed to be seamlessly integrated with the new system – delivering a consistent brand impression that reinforced American Hotel’s reputation of providing world-class customer service.

Other pivotal questions included the future functionality of its existing system and the role it would play in the future, whether the familiar supplier’s next generation choice should be considered or explore completely new alternatives.

Bruce Barrington, Manager of Voice Communications at American Hotel, says the pace of growth “demanded that new technologies, the flexibility of those technologies to support our customer solutions representatives, and the ease of system configuration and administration become our priorities. We are always looking for ways to improve on our world-class customer service and an important part of that is to stay ahead of the market and establish a world-class communications solution for our associates.”

The Solution

American Hotel’s “must-have” criteria for a new communications solution included consistent customer responsiveness within the customer solutions center for all users and more flexibility to accommodate growth and change.

As a result, American Hotel sat down with Adapt Telephony Services, LLC, Oak Brook, Illinois, to conduct an in-depth review of the telecommunications environment, its needs, goals and desired outcomes. Adapt is a reseller and systems integrator that delivers, designs, installs and supports IP-based unified communication systems for both premise- and cloud-based contact centers and enterprise telephony.

For its customer solutions center, American Hotel contracted with Adapt to deliver, configure, deploy and support a unified communication software suite called Customer Interaction Center® (CIC) from Interactive Intelligence. Adapt is a Platinum Elite Partner with Interactive Intelligence and has 16 years of experience with CIC systems at more than 300 client sites covering 25 states.

Barrington says the choice of CIC was based on its all-in-one architecture and rich feature set, along with flexible customization and configuration options for voice, voicemail, IVR, faxes, email, web chat and online forms. CIC handles all types of communication the same way to improve live representative and online consistency and responsiveness.

“We chose Adapt because of its proven experience and the possibilities CIC offers for sophisticated applications tailored to meet our needs, especially since our online sales have climbed over 50 percent of our total business.”

The Benefits

CIC’s solution for American Hotel encompasses serving a mix of more than 200 users, including call center managers and supervisors, administrative personnel, customer solutions representatives and outside sales staff members.

Productivity benefits include a user-friendly desktop interface with features and instructions available in a graphical Web browser, call control features pre-integrated with Microsoft Outlook directories for faster call handling, and complete phone functionality to certain remote users.

The company also routes emails in order for them to be automatically distributed among pre-configured customer service and sales queues.

CIC has simplified IT administration within the customer solutions center. Barrington says his team can see the status of all users. IT staff also can easily change user settings to accommodate the application of new business rules and changes in call volume.

According to Barrington, “When a busy day involves our handling 4,000 or 5,000 calls, CIC’s single platform allows us to complete updates in a few hours, compared to a multi-system product that might take days to upgrade.”

Workforce Management: A Snap for Supervisors

Barrington cites Interaction Optimizer®, one of the CIC software applications installed by Adapt, as a viable solution to accurate workforce management.

After a day or two of training, supervisors have taken this easy-to-use tool and assumed full ownership of representative scheduling. He adds, “No other management involvement is required anymore.”

Built into CIC, Interaction Optimizer produces accurate and effective forecasts, enables service goals to be met, encourages representatives to improve their effectiveness for greater personal satisfaction, and monitors representative activity, adherence and operations in real time. Most significantly, it requires no third-party integration.

“My view of Optimizer is that the common interface makes it easy to administer and will lead to a much lower total cost of ownership,” he explains.

Call Recording: Elevating Training, Validating Orders

Interaction Recorder®, a new and yet another vital application within the customer solutions center, is one Barrington says benefits representatives, customers and the company as a whole before representatives take their first call – and later.

This CIC application also has a single administration interface and requires no third-party integration. Recorder helps improve practices and performance, emphasizes best practices, establishes benchmarks for improvement and quickly verifies sales orders and resolves disputes, all with the assurance that customer information is kept secure.

During representative training, he says Recorder’s output and features provide slice-of-work-life examples as well as customer interaction scenarios and role-playing. This gives new employees clues on how to best ensure customer satisfaction and brand loyalty.

Barrington adds that for customers and representatives alike, current uses of Recorder throughout Customer Solutions “are largely centered on confirming exact products, order amounts, fulfillment and delivery times. It further refines and enhances the excellent communication we maintain with our customers.

“Adapt’s implementation, project management and tech team support have been great. Adapt is there when we need them and they understand our enduring commitment to servicing our customers as the industry’s premier supplier.”



Adapt Telephony Services, LLC (Adapt) is a global value-added reseller and integrator of on-premises or cloud-based contact center and unified communications solutions. For nearly 15 years, we have provided credit unions with CU-specific Smart Applications, pre-integrated with many financial cores and designed to transform the member experience, eliminate fraud and streamline member interactions. With more than 160 credit union clients, Adapt gets more out of the solutions we sell because we have the expertise, experience and disciplined processes to meet the challenges our credit union clients face in achieving a superior member experience. For more information, visit www.teamadapt.com.

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