

CASE STUDY

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Enterprise Messaging

Summary

Customer: Nautilus



Headquarters: Vancouver, WA

Industry: Manufacturing and retail

Challenge: Replace geographically dispersed, multiple, disparate phone systems with a single solution that would provide a globally accessible, highly supportable, user-friendly and cost-effective phone service for both contact center agents and business users.

Solution: Customer Interaction Center® (CIC) is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intense organizations.

Benefits:

- Reduced costs by about 30 percent, simplified remote user configuration, and eliminated single point of failure as a result of SIP-based VoIP instead of using a traditional PBX
- Increased productivity with a userfriendly desktop interface and call control features pre-integrated with MS Outlook
- Eliminated carrier-based equipment and installation charges, while increasing bandwidth efficiencies using SIP-based Interaction Proxy™
- Deployed call follow-up status and “wrap-code” for improved customer service

About Nautilus

Nautilus Inc. (NYSE:NLS) manufactures and markets a complete line of innovative health and fitness products through direct, commercial, retail, specialty and international channels. Its brand portfolio includes Nautilus®, Bowflex®, SchwinnFitness®, StairMaster®, Pearl iZUMi® and Universal®, Nautilus Inc. The company was founded in 1986, and employs approximately 1,600 people located in offices throughout the world. Nautilus is headquartered in Vancouver, Wash. and can be reached at 1-800-NAUTILUS.

www.nautilusinc.com.

The Challenge

By 1998 Nautilus had deployed multiple, disparate phone systems to support distributed offices across the U.S. and abroad. As it continued to expand with the addition of new fitness product brands and geographic markets, the company researched new systems that would enable it to communicate more effectively across sites, and provide a more unified front for customer service. In addition to its headquarters office in Vancouver, these U.S. sites included a distribution center in Portland, Oregon, and offices throughout Colorado, Oklahoma, and Virginia. The company also staffed international offices in Winnipeg and Shanghai.

“We had no common phone architecture across our sites, and most of our multiple phone switches were at least 10 years old,” said telecom manager for Nautilus, Duane Longhofer. “For our employees, this meant they had limited or no means of sharing a common corporate phone directory using the same distribution lists, nor were they able to forward voice mail messages across sites. In addition, multiple prefixes per site made it hard to contact specific individuals directly, and there was no quick way to find individuals within separate divisions.”

Complicating matters was the issue of fail-over. With multiple systems and no integration between them, the company had no good fail-over plan across sites in the event of a disaster.

In addition, training proved challenging, with no local on-site programs to educate new employees about their respective phone systems, and no common technical support resource for ongoing help.

The Solution

Based on these challenges, Nautilus established criteria for a new communications solution that would help the company consolidate its communications equipment.

“In short, we were looking for a new system that could provide a globally accessible, highly supportable, user-friendly phone service that best utilized the capabilities of our entire distributed employee base – both contact center agents and business users alike,” Longhofer said.

Nautilus reviewed products from vendors such as Avaya, Cisco, Nortel, and ShoreTel, but found that their offerings, though now applied to the data world, were still largely based on the old proprietary telephony paradigm of plugging in multiple “boxes” to add new applications.

“Some of the vendors we looked at offered a few ‘open’ alternatives such as Linux versions, but they did us no good because the vendors didn’t make these interfaces accessible to end-users,” Longhofer said. “In addition, we still would’ve had to plug in separate ‘boxes’ for applications such as messaging and recording, all with multiple administrative interfaces and no means for ‘cradle-to-grave’ reporting.”

After further research, Nautilus found an all-in-one communications software suite called Customer Interaction Center® (CIC) from Interactive Intelligence. The company chose CIC based on its all-in-one architecture and rich feature set, along with flexible customization options.

“Some of the vendors we looked at offered a few ‘open’ alternatives such as Linux versions, but they did us no good because the vendors didn’t make these interfaces accessible to endusers.”

“As a retail company with multiple product lines and divisions, we have various advertising campaigns running simultaneously, so CIC’s single-platform architecture proved essential in helping us accurately track and report on these various promotions across sites and regardless of media type,” Longhofer said. “In addition, CIC’s built-in Interaction Designer® was key in giving us a flexible and easy-to-use tool for quickly customizing the system.”

Nautilus first deployed CIC in 1998 at its headquarters in Vancouver, Washington where it replaced another software-based phone system. Since then, the company has used CIC to replace systems from Nortel and other vendors at locations in Washington, Oklahoma, Canada, China, Germany, and the U.K.

All systems are connected over the company’s wide area network (WAN), and today, CIC supports approximately 400 employees. The Nautilus Winnipeg and Shanghai sites are set up as bilingual contact centers.

Nautilus has integrated CIC with its SSA Global (formerly Epiphany) for screen-pop, and has developed an outbound dialing application using CIC’s Interaction Designer® application.

The company configured CIC to support a hybrid time division multiplex (TDM) and session initiation protocol (SIP)-enabled VoIP network, and has plans to eventually migrate to CIC’s all-SIP architecture.

The Benefits

Productivity benefits include a more 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 extensibility of complete phone functionality to remote users, according to Longhofer.

Global routing enhancements have also led to many benefits. “We’ve used CIC’s Interaction SIP Proxy™ for routing call traffic across distributed sites, which has eliminated carrier-based equipment and installation charges, while most efficiently using bandwidth to quickly connect customers to the right employees regardless of location,” Longhofer said.

Nautilus also created a global dial plan, each with its own primary digit extensions or “DIDs” (direct inward dial) for fast and easy four-digit dialing across all sites but Shanghai. Internal sales and customer service calls are queued and routed through the Vancouver contact center, and all calls can be transferred between sites using SIP over the company’s WAN as the primary route, and its PSTN as the secondary route for maximum cost savings. CIC’s multi-site functionality also provides presence management and global teleconferencing.

Nautilus configured CIC so customers inquiring about the status of an order no longer have to be transferred based on site-specific queues, but can now be routed to whichever queue is most appropriate, regardless of agent location. The company has also automated order status inquiries via CIC’s IVR, thus helping to offload agents and giving customers convenient 24x7 service.

In addition, Nautilus uses CIC’s skills-based routing, which detects about 3,000 toll-free ad-specific DID numbers so the marketing team can quickly adjust to meet the requirements of new commercials.

“With T.V. ads generating about half our sales volume, we’re dealing with more than \$300 million in potential revenue, so CIC’s ability to help us more effectively turn these ads into sales is absolutely critical,” Longhofer said.

The company also routes emails, so supervisors just drag and drop emails into a queue, and they are automatically distributed among six preconfigured customer service and sales queues.

Finally, CIC has greatly simplified administration, particularly across sites. “We can now see the status of users across sites and can easily change user settings to adapt to new business rules and changes in call volume,” Longhofer said. “Plus, since CIC is based on a single platform, we can complete upgrades in a few hours, compared to a multi-system product that might have taken us days to upgrade.”



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.

Adapt Telephony Services | 600 Enterprise Drive, Suite 204 Oak Brook, Illinois 60523 | phone 630 468 7500

©2017 Adapt Telephony Services LLC. All Rights Reserved.
Other trademarks mentioned in this document are the property of their respective owners.