

Executive Summary

Customer Name: Republic Services, Inc.

Industry: Solid waste industry

Location: United States

Number of Employees: 33,000+

Challenge

- Decrease number of dropped calls and customer hang-ups
- Decrease agent response time
- Improve inter-agent communication
- Provide agents with operation-critical call center information

Solution

- Implement software allowing for screen pops at first call
- Offer real-time data about call center volume and agent availability
- Click-to-dial, transfer, and conference

Results

- Fewer dropped calls
- Lower wait times in queues
- Better customer transfers
- More effective agents

Integrated Agent Desktop Experience with b+s Connects

Background

Republic Services, Inc. (RSI) is the 2nd largest service provider for domestic, non-hazardous, solid waste disposal in the United States. It employs over 33,000 people across over 60 recycling centers, across hundreds of municipalities. The company's customer service demands are incredibly intensive insofar as RSI provides continuous, on-the-ground services for thousands of communities across the US. These customers produce over 12,000,000 calls per year. To complicate matters, customers' needs are distributed across 50 call types, and 150 different call reasons. To support these highly complex customer service requests, RSI employs approximately 1,200 service representatives over 100 locations.

Challenge

With such a large scale and complex operation, providing seamless customer service posed a significant challenge. Specifically, RSI agents lacked the technology solutions necessary to handle and track customers as effectively as was necessary. Consequently, agents sometimes lost or dropped customers' phone calls, or customers hung up in frustration. What is more, when RSI call centers became busy, agents and supervisors lacked real-time data about the call center. Without this information, agents could not be reactive to changing call volumes, the consequence of which was customers experiencing increased wait times.

The first thing agents have to do when taking a call is to bring up relevant information about the local services at customers' locations, or about specific customers' past contacts and open cases. Unfortunately, customers coming out of queue were required to furnish information they already entered into the IVR. Overall, the process was not as streamlined to deliver on the end goal: a happy customer.

Furthermore, in the course of servicing customers, RSI agents often needed to confer with other agents or service representatives in order to resolve issues. However, agents often encountered difficulty conferencing with one another in a timely and effective fashion. Because agents did not have real-time visibility to identify whether certain agents were available, it became necessary for agents to try different numbers randomly in order to locate an agent that could assist or take a transfer. The delays created by these bottlenecks often led to impatient customers hanging up or being dropped as they were transferred to agents that were busy or simply not available to assist.



In 2016 RSI migrated from using Finesse desktop to utilizing Bucher + Suter's Connects for Salesforce—and things changed.

Solution

RSI decided to implement a solution that directly addressed the customer service challenges they had identified. RSI selected a Bucher + Suter (b+s) integration specifically designed to resolve communication inefficiencies arising out of the integration between their Cisco UCCE services and the Salesforce Service Cloud platform. The b+s software empowered agents to handle customer interactions quickly and effectively, which in turn resulted in lower wait times for customers.

Real-time data is essential for agents and supervisors in high volume call centers. The b+s Connects for Salesforce software solution made real-time data available that gave RSI agents and supervisors the agility they needed to handle so many, and such complex calls. As call volume increased, RSI agents were able to speed call handling. They were also able to track performance of their call queues and to see which agents were available to collaborate with on certain customer issues—all this was now possible due to the capabilities and information provided by the b+s Salesforce integration.

The b+s gadget lives inside the Salesforce GUI, thereby creating a tightly integrated desktop. The application allowed agents to access information they needed without being forced to toggle between different windows or applications while trying to find information within the CRM. All the information agents needed was at their fingertips virtually immediately. The implementation also empowered agents to create a more personal interaction with customers by greeting them by name, and by being apprised of their past issues, as well as those they were calling about.

Interaction between agents radically changed after the b+s implementation. The software made it easy to for agents to conference and perform one click transfers. This was accomplished by automating all agent phone number interactions: agents did not need to write down customer phone numbers manually, they did not need to memorize supervisor, or departmental, phone numbers, and they did not need to enter any of those numbers manually. Gone was the risk of error-prone manual processing which had caused customer calls to be dropped or rerouted back into queue. Ultimately, the operational efficiency created by the b+s software meant not only that customers were receiving better service, it also meant that they were receiving it faster.

With the b+s software, information sharing between agents was not limited to voice communications about customer cases; it was now also possible to share screens among agents. Sharing information visually and verbally helped to ensure that consultations with other agents, as well as customer transfers between agents, were executed seamlessly and efficiently, which in turn translated into fewer dropped calls, and happier customers.

“Customers really appreciate not having to wait a minute or two for the agent to pull up their record“

Brandon R., Service Agent RSI



With an annual return-on-investment of well over \$500,000 per year, the b+s implementation created millions of dollars in savings.

ROI analysis

Result

Realizing that happy customers were their lifeblood, the company knew that a solution like the Connects gadget was critical to ensuring continued business growth. By utilizing the b+s Connects for Salesforce software, RSI transformed the quality of its customer service by changing how it provided that service. And, since implementing the solution, RSI has been able to address each and every one of the service delivery issues they had identified.

Ultimately, the return on investment for RSI was dramatic. In call centers, seconds are dollars. In high volume call centers, decisions about technology implementations can mean millions of dollars. The system RSI implemented cost \$320,000. However, the total savings were over \$500,000 per year. This means that RSI recuperated its investment after only 7 months, and then continued to save hundreds of thousands of dollars per year.

Next Steps

To find out more about how your business can enjoy the impressive results RSI enjoyed, please contact Bucher + Suter at: info@bucher-suter.com