



INI Helps Put National Auto Retailer on the Road to Exceptional Customer Service



Intelligent call routing improves customer and agent satisfaction

One of the nation's largest used auto retailers operates more than 140 dealerships, selling used vehicles and providing customer vehicle financing nationwide. Headquartered in Arizona, this auto retailer relies on effective inbound call routing to conduct business and answer customer inquiries.

Challenge

Without a proper interactive voice response (IVR) system in place, the auto retailer struggled. Many callers reached the wrong departments, and a high percentage of agents spent much of their time transferring calls rather than helping customers. Callers making vehicle payments frequently abandoned the call when attempts to reach the retailer were unsuccessful, resulting in lost revenue. In addition, the company required more reporting ability than its current system provided. It also needed measurable data to optimize staffing, the ability to implement automatic number identification (ANI), better application control, and a means to measure customer data.

With the expertise of INI and the power of Avaya Aura® Experience Portal, the company implemented a simple and effective IVR solution that had an immediate impact on callers, agents, and business revenue.

The solution, which the auto retailer uses to provide a more custom and personalized customer experience, includes:

- INI Custom Solution Development, an INI professional service dedicated to creating the best overall solution to meet customer needs.
- Avaya Aura Experience Portal, a multichannel application platform that unifies and orchestrates a high value, highly satisfying brand experience.

Custom Solution

Working closely with the leadership at the auto retailer, INI crafted a custom solution for Avaya Aura® Experience Portal to address the retailer's call routing and reporting needs. With the expertise of INI and the power of Avaya Aura Experience Portal, the company implemented a simple and effective IVR solution that had an immediate impact on callers, agents, and business revenue. Using intelligent routing that's based on the caller's phone number, operators and agents can provide a more custom and personalized caller experience. In addition, visibility into call reporting data has increased, enabling better staffing management and more available agents to help callers.

Results

The custom solution for Avaya Aura Experience Portal improved efficiency in the auto retailer's inbound call center, resulting in increased caller and agent satisfaction. Measurable gains include:

- Business revenue growth through optimized agent availability
- Improved caller satisfaction through better user experience
- Greater first call resolution
- Enhanced reporting tools that provide better accuracy
- Data-driven administrative control over call routing
- Increased flexibility through application configuration

Learn More

To learn more about Avaya and INI solutions, contact your Avaya Account Manager or authorized Avaya reseller. Or, visit us online at www.devconnectmarketplace.com



About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

About DevConnect

DevConnect is Avaya's developer and technology partner program. Joining at the free Registered level gives you access to a wide range of developer resources, including APIs, SDKs, technical support and training. Enhanced Membership options offer higher levels of technical support, compliance testing and co-marketing benefits. To learn more or register for membership, visit www.devconnectprogram.com.

About Interactive Northwest, Inc.

Since 1992, Interactive Northwest, Inc. (INI) has developed innovative interactive voice response (IVR), computer telephony integration (CTI), and self-service applications for high-volume call centers in markets such as government, healthcare, finance, utilities and service industries. A strong commitment to platform expertise, seamless systems integration and project management excellence uniquely position INI to provide value to its customers. As a long-standing partner in the Avaya DevConnect program and developer of contact center speech applications, INI has a deep history in deploying applications on Avaya platforms—making it a reliable partner capable of delivering results that promote customer success and profitability.

For more information, visit www.interactivenw.com