All-in-One IP communications software manages tenfold customer interactions with fewer agents while Reducing Costs

Agents more efficiently process multichannel interaction, including management of social networking.

About VEGAS.com

VEGAS.com is the largest city destination travel website in the world with extensive, constantly updated information and a full range of travel products including hotel rooms, air-hotel packages, show tickets, tours and golf. A state-of-the-art contact center provides customer support, expert information and sales 24 hours a day, 7 days a week, 365 days a year to complement the information on their website. VEGAS.com, through its Casino Travel & Tours unit, operates retail and concierge desks at more than 70 locations including the Palms, Paris, Harrah’s, Bally’s, Mandalay Bay, Excalibur, New York-New York, Luxor and more. For more information, call (866) 998-3427.

www.vegas.com

The Challenge

With some 300,000 customer interactions each month, VEGAS.com ranks as one of the busiest travel websites in the world. Given the volume of interactions, VEGAS.com needed contact center technology that was agile enough to manage multiple touchpoints, and could be modified quickly without IT intervention.

At the time, however, VEGAS.com was saddled with a Nortel contact center system that did not meet its challenges, nor did it match the company’s entrepreneurial stance toward technology solutions.

“We’re a technology-aggressive company, and we wanted to run our business in unconventional ways,” said VEGAS.com’s senior director of contact center operations, Rob Cate. “We wanted a vendor partner that took this same approach to solving problems, and one with a solution that wasn’t beholden to old ways of communicating with customers.”

For customization and changes, the Nortel system required telecom specialists, which VEGAS.com did not have on staff. In addition, the Nortel system did not offer an open architecture, nor did it allow for easy customization of interactive voice response—a critical feature for VEGAS.com, since the company books vacations on behalf of many hotels and entertainment venues in Las Vegas.

The Nortel system also didn’t offer some key capabilities that Cate and his contact center agents needed to manage growth. For instance, there was no recording feature. “We used a hand-held Panasonic recorder if we needed to record a call,” Cate said. “We also had no way to accommodate remote agents.”
"Before deploying CIC we had 128 agents who managed about 37,000 calls each month. We were quickly able to reduce staff to 58 agents who handled almost triple the number of customer interactions. Any they were able to process not just calls, but email and web chats too."

"We’ve reduced agent errors by 80 percent since deploying CIC’s recording application. This has led to a drop in error reversal payouts – for example, for incorrectly booked shows – from as much as $9,000 a month to just $500 a month."

The Solution
On Cate’s must-have list for a contact center solution was a customizable IVR system and skills-based routing that Cate and his team could manage on their own. “We wanted to put the power to manage our contact center back into our hands, instead of the hands of the telecom consultants,” Cate said. He also needed a solution with the ability to manage customer interactions via fax, email, web chat, and web callback.

After reviewing several communications systems, VEGAS.com discovered the Interactive Intelligence Customer Interaction Center® (CIC) – an all-in-one IP communications software suite designed to offer inherent multichannel processing minus the cost and complexity introduced by multipoint products.

“Interactive Intelligence just swept past the competition at that point,” Cate said. “The company matched our philosophy and the way we did business.” VEGAS.com deployed CIC and its add-on applications for multichannel recording and quality monitoring; web self-service and knowledge management; automated post-call surveys; and workforce management.

The Benefits
CIC’s flexible, skills-based routing had an immediate impact on the contact center’s bottom line. “Before deploying CIC we had 128 agents who managed about 37,000 calls each month,” Cate said. “We were quickly able to reduce staff to 58 agents who handled almost triple the number of customer interactions. And they were able to process not just calls, but email and web chats too.” Today, VEGAS.com employs about 100 contact center agents who manage about 300,000 interactions each month.

The dramatic cost savings from increased efficiencies as a result of CIC contributed to a return-on-investment in just three months – this, compared to the 18 months originally projected. Costs for support and consultants dropped as much as 75 percent post-implementation.

One unexpected area of cost savings came from CIC’s recording application for digital storage of faxes. “We used to receive about 12,000 paper faxes each day since hotels prefer to use faxes to confirm vacation bookings,” Cate said. “In just 30 minutes we created a digital fax archiving system using CIC’s recording application. This saved us about $300,000 – the equivalent of what we would’ve had to pay for a standalone fax archiving solution.”

VEGAS.com also credits this recording application with a reduction in errors and costs. “We’ve reduced agent errors by 80 percent since deploying CIC’s recording application,” Cate said. “This has led to a drop in error reversal payouts – for example, for incorrectly booked shows – from as much as $9,000 a month to just $500 a month.” VEGAS.com can also now accommodate remote agents. About 50 of the company’s 100 contact center agents have the ability to work outside the office as needed.

VEGAS.com has even used CIC as part of its social networking initiative. The company has extended its contact center interactions to customers posting queries on the VEGAS.com Facebook fan page. Facebook sends emails when people post to a fan page, and these messages are automatically placed within CIC’s skills-based routing system. VEGAS.com agents can respond to these queries by email within CIC and don’t need to log into Facebook. The responses from VEGAS.com then appear directly on the Facebook fan page and help contribute to the conversations taking place there.

“The fact that we can easily take advantage of this type of social networking without having to call in consultants or buy new software is just one example of the power of CIC,” Cate said. “Time and time again CIC’s flexibility and ease of use has let us redefine how we run our business and provide the best service to customers.”

About Interactive Intelligence
Interactive Intelligence Group Inc. (Nasdaq: ININ) provides software and cloud services for customer engagement, unified communications and collaboration to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 100-plus patent applications and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine’s Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan’s Company of the Year Award for five consecutive years, and is one of Mashable’s 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit www.inin.com.

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