



ABC Pest, Pool and Lawn Services

Based in Houston, Texas, ABC Pest, Pool and Lawn Services (ABC) has been providing a wide range of environmentally responsible, reliable and superior services to its customers across Texas since 1949. For more information, visit www.abcpest.com.

Challenge

ABC was less than pleased with its communications system. The Telrad system was aging, service response times were slow, and the company's system was often down for long periods of time as a result. The uncertain availability of parts and equipment for the Telrad system was also a constant challenge. ABC wanted more accountability from a service and equipment provider, and a system with greater stability that could cope with a steady increase in call volume. The company also wanted a system that would provide more marketing tools to generate additional business.

“Knowing what our people are saying to our customers is the biggest benefit for me. With the Avaya Call Recording feature, I can ensure our agents are saying the right thing and expressing the right attitude. It also allows me to go back to recorded conversations and review them at a time that's convenient for me and at my discretion. I know it's helped me as a manager, and it's been an invaluable training tool for our customer service reps.”

– Wanda Terrell, Director, Customer Service

Solution

In January 2003, when ABC relocated to its current location in Houston, the company took the opportunity to replace its existing Telrad system with the Avaya IP Office Solution. ABC selected Avaya IP Office for its reporting, call tracking, e-mail and Call Forward to Cell Phone features. The total solution includes an Avaya Compact Contact Center for 20 agents. The contact center handles more than 1200 incoming calls per day and places approximately 400 outbound calls per day.

Applications and Services

- Avaya IP Office IP412
- Avaya Voicemail Pro (messaging application)
- Avaya Compact Contact Center

“We’ve been able to customize the solution to our business needs and we think that’s important. It’s not all cookie cutter like some other systems we looked at prior to choosing Avaya. I can customize programs and reporting to make it work for me.”

– Wanda Terrell, Director, Customer Service

Results

- **Improved agent accountability and productivity.** The Activity Tracking feature has enabled ABC to manage its staff and call flows more efficiently by ensuring that incoming calls are distributed evenly throughout the customer service department. Incidence of customer service representatives placing personal and non-business related calls on company time have also decreased dramatically. Activity tracking has also allowed ABC to better staff for busy hours and schedule lunches and breaks for maximum coverage.
- **Enhanced agent training and performance.** The AutoRecord feature is also highly valued as a training tool. Managers can listen to conversations at their discretion and then review with customer service representatives. ABC’s customer service supervisors also love the Wall Board feature. It’s encouraged friendly competition among the representatives and given “rookies” perspective on “veterans” performance.
- **Ease of management of system.** In most cases, ABC’s tech support team can dial in remotely and resolve issues in minutes. When an on-site visit is needed, a technician is dispatched and issues are resolved quickly.
- **Marketing and advertising support.** ABC’s sales and marketing team studies the Avaya contact center management activity reports and uses the results to determine the effectiveness of advertising campaigns. By looking at the number of incoming calls received during specific periods of a business day, ABC has learned when to advertise and when to staff appropriately to handle the increased activity.

“There’s no question our customer service organization is more organized thanks to the Avaya solution. I would point out staff training and management as the primary areas where it’s been a tremendous leap for us. I love the system and couldn’t live without it.”

– Wanda Terrell, Director, Customer Service

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya authorized BusinessPartner or visit www.avaya.com, and click on “How to Buy.”