

Case Study: Total Outsourced Systems, Inc.

Industry > Consumer
and Business Services

Lowering Costs and Raising Customer Satisfaction

Leading call center lowers costs and raises customer satisfaction with ATG Click to Chat.

THE CHALLENGE:

Reduce Costs and Increase Customer Satisfaction

Total Outsourced Systems, Inc. (TOS) needed the ability to deliver customer support over the web with text chat.

THE RESULT:

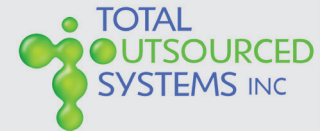
Improving Business Across the Board

After deploying ATG Click to Chat, TOS reduced labor costs significantly. Because all agents can now respond to multiple customers simultaneously, the company experienced higher agent morale due to efficiency gains and the appeal of text chat as a service option. By offering more flexible support options, TOS saw a 50 percent to 80 percent reduction in support costs, the implementation of 24/7 live agent support via the web, higher volumes of customers supported with consistently higher satisfaction scores, and a dramatic reduction in abandonment rates by customers unwilling to wait for an available phone agent.

Satisfying Customers Cost Effectively

Customer service is key At TOS, which isn't surprising considering that the company is a major provider of outsourced technical support solutions for other companies. The company employs 750 to 1,000 agents in call centers located in Utah, Wyoming, and South Africa to answer customer questions about the hardware, software, and network products sold by its clients. TOS is especially proud of its South African facility, which has created 180 jobs for an underdeveloped country, while reducing its own labor costs. But, an overseas call center wouldn't be possible without the economies offered by the Internet - which makes ATG a perfect fit for TOS.

"Total Outsourced Systems, Inc. has been very focused on developing its web strategy," says Ronnie Johansen, vice president of operations. "The customer benefits and cost savings are significant. A well-priced ASP model was especially critical. In our business," he explains, "we have to continue to make our clients and their customers happy. Customer satisfaction is huge, and it's just too costly for us to host, maintain, and update web-based support with internal resources."



Total Outsourced Systems, Inc. is a leading provider of outsourced customer support solutions for a range of businesses, including several Fortune 500 companies.

"Every business I know has three goals: increased revenues, decreased costs, and happy customers. Because of ATG, we have reduced our clients' costs by 50 percent to 80 percent, while customer satisfaction scores have increased."

— Ronnie Johansen
Total Outsourced Systems'
Vice President of Operations

"The company evaluated ATG, along with five or six of its competitors, to find the best solution to offer both chat and email features for flexible support options, customer convenience, and ease-of-use," said Curtis Clothier, TOS web strategies manager. "The evaluation also included the ability to chat in real time without having to download installation files, easy implementation, and an application service provider (ASP) model to minimize the risks and avoid software licensing fees."

Clothier and Johansen both agree that the ATG pricing model was the most attractive among the products they evaluated. But Clothier was sold on a more subjective level. "We sent emails to the companies whose products we wanted to pursue. Most took several days to reply or never got back to us at all, but ATG responded the same day. I took that as an indication of the level of service we would get if we chose to use their product."

The Result

TOS went from losing a portion of its customers due to long hold-times to being able to service all of them. Clothier actually defines "all of them" as a higher volume of customer contacts, because the chat option has encouraged more customers to seek support, which has resulted in increased sales and a higher customer retention rate.

Following the success of the pilot project, TOS immediately adopted ATG for all its agents and can now afford to provide 24/7 online support. "Of the available support options," Clothier explains, "ATG Chat is the #1 preferred method for live agent interaction options (chat, email, phone)." Of the 1,000 to 2,000 customers who ask for a live agent each day, 60 percent choose chat, 20 percent email, and 20 percent phone.

But, as Johansen points out, there's more to success than customer contact statistics. "Every business I know," he says, "has three goals: increased revenues, decreased costs, and happy customers. Because of ATG, we have reduced our clients' costs by 50 percent to 80 percent, and customer satisfaction scores have increased."

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Total Outsourced Systems' Web Strategies Manager

TOS thinks as highly of the ATG staff as it does of its product. According to Johansen, "They were a fabulous co-development partner, always meeting my business needs," and according to Clothier, "ATG more than met the expectation established the day I sent my initial inquiry for product information. Their support has been excellent. We had no idea just what a good partner we were getting."

TOS plans to continue to take advantage of ATG's unlimited scalability. "Whenever we get a new client and need 20 more agents," Clothier says, "we can get them overseas, working out of their homes, wherever we can find them. All they need now is Internet connectivity."

That's no small advantage if you believe Johansen's vision of the future: "To afford customer support at all, every business is going to have to migrate to the web," he says. "For every U.S. agent, there will have to be three to five overseas, and the ratio of in-home workers will have to increase."

It's no wonder that TOS considers its investment in ATG an investment in its long-term success.

Find out how [ATG Click to Chat](#) can help you grow your business with confidence.

ATG (Nasdaq: ARTG) provides the most advanced cross-channel commerce software and services to fuel the growth of the world's best brands. Offering the industry's leading commerce solution, ATG enables its clients to drive sales via a personalized customer experience - unifying and optimizing interactions across the Web, contact center, mobile devices, social media, physical stores, and other key channels. ATG powers the most innovative and successful commerce experiences, with results that outperform industry norms.

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