



> MULTIMEDIA CONTACT CENTER FACILITATES SUPERIOR CUSTOMER SERVICE AND NEW FULFILLMENT OPPORTUNITIES FOR CLIENTS

NORTEL



Case Study

Palm Coast Data, LLC

The customer

Handling subscription services, account inquiries and customer service for 275-plus publications, Palm Coast Data receives 20,000 phone calls a day and 55,000 emails a month. A Nortel Contact Center solution lets this national fulfillment company orchestrate its multimedia workload with precision and ease.

Palm Coast Data is a full-service magazine, product and membership services fulfillment company established in 1984 in Palm Coast, Florida. Now serving some 50 different clients with 275-plus publications, Palm Coast Data assures complete telephone, email, and web services for subscribers, as well as outbound for renewals and other campaigns. The company also provides database and cash management, order entry, mailing services, list rentals and other fulfillment activities. A state-of-the-art contact center is the lifeblood of Palm Coast Data's customer service center for publications such as *US News and World Report* magazine and *Smithsonian*. The center takes care of customers who want to renew or cancel a subscription, need to make a payment or address change, want to purchase a gift subscription for a friend or have other inquiries about their accounts.



“With Nortel Contact Center solutions we can actually open doors for our clients — managing email better to facilitate new subscriptions and inquiries, offering outbound telemarketing for renewals or promotions, and providing a daily report card that measures our performance against service level agreements.”

— Jim Bradley, Director of Telecommunications and Network Services, Palm Coast Data, LLC

The challenge

Communications technology in the customer service center is central to Palm Coast Data’s ability to satisfy new needs or drive new opportunities in servicing its clients. The company is committed to meeting customer Service Level Agreements (SLAs), which requires ongoing prioritization of voice, email and web transactions, reducing agent idle time and moving agents in and out of multimedia skill sets as needed. As email growth in the magazine business began to skyrocket, the company faced an inability to accurately report on agent email activity, and no prioritization of emails existed — agents were randomly choosing emails to process. Manual screening of emails was required to determine processing requirements, and separate customer service groups were handling email and voice. Palm Coast Data sought an email solution that would integrate with existing call center equipment and reporting as well as provide historical views of email, web chats and web customer interactions.

The solution

A Nortel Contact Center solution is delivering the state of today’s art to Palm Coast Data’s customer service center, allowing email, web services and outbound campaigns that are as easy to manage as telephone calls.

With two Florida locations and a growing contingent of home worker agents, Palm Coast Data has created a virtual customer service center. More than 300 agents receive 15,000 to 20,000 phone calls per day and 55,000 emails per month. The Nortel Contact Center solution integrates with the Nortel Communication Server 1000 in Palm Coast, with Nortel IP Phones 2004 deployed at the Deland contact center 40 miles away and Nortel IP Softphones 2050 for use by home worker agents. The virtual contact center lets Palm Coast Data offer a seamless customer experience while driving its own business success through improved agent productivity as well as the cost and functionality benefits associated with IP Telephony. The solution not only provides for skill-based and conditional routing for voice contacts, but also provides skill-based routing for email customer service and outbound telemarketing for renewals and other campaigns. It allows “blended” agents to handle both email and telephone inquiries using the Nortel IP Softphone 2050.

“The scripting possible with this system and its data integration wizard let us provide different levels of service and create customized applications,” explained Jim Bradley, Palm Coast Data director of telecommunications and network services. “For example, we write scripts with the Nortel Contact Center server so that calls are answered with the Nortel CallPilot unified messaging system, asking the customer for an account number and password. The system does a data dip to verify and then based on account status can provide an appropriate recorded announcement and agent routing. We have hundreds of special messages to serve our customers’ needs.” The system can also access the subscriber database for outbound campaigns such as renewals. Agents can review customer information and initiate the outbound call, or the system can dial the subscriber automatically, providing a screen pop to an available agent.

The benefits

Customized customer service — Special promotions and customized campaigns are a cinch for Palm Coast Data's customer service center. Thanks to the Nortel Contact Center solution's skill-based and conditional routing, the center can serve 439 toll-free numbers, 93 DID numbers, 586 email addresses and 263 special auto-responses. When promotions arise, Palm Coast Data can quickly and efficiently tailor responses for inbound and outbound customer contacts.

Improved agent productivity and operational costs — Palm Coast Data can easily move agents in and out of multimedia skill sets. The center also has telephone and outbound "blended" agents as well as blended agents who handle telephone, email and outbound. Despite its ever-increasing volume of phone calls and emails, agent productivity has improved by 30 to 40 percent, and agents can work at multiple locations or at home, connecting securely and seamlessly with the Nortel Contact Center server at the company's main site. Jim Bradley noted that the Nortel virtual solution and IP Telephony have cut costs for adding each remote agent by 50 percent.

Center management made easy — The best-in-class management and reporting tools of the Nortel Contact Center solution let Palm Coast Data create a daily report card on all customer service center performance: voice, email, outbound and web collaboration. Billing and workforce performance and management are also integrated in reporting for email, outbound and web activity, with history available per customer.

Revenue growth through new services — "Our business used to be primarily an inbound call center for our clients," said Bradley. "The Nortel contact center solution allowed us to take on telephone customer service, and when our clients got involved with web services and email, we were ready — even as emails took off from 12,000 a month, to 20,000 and now over 50,000. We can actually open doors for our clients, adding outbound to handle renewals and other customer services. It helps us strengthen our relationships with customers and brings us added revenue."

Conclusion

With the flexibility, performance and capacity made possible by its Nortel multimedia contact center solutions, Palm Coast Data is sure to continue presenting its customers with new ways to offer subscriber and member services. "I never have to say 'no' to a client," said Jim Bradley. Palm Coast Data is even taking customers' use of email "a step further" he noted — having the system read into the email, find key words and send links to relevant other products. "As we migrate to all-IP and add clients and publications, we also plan to implement features such as click-to-call and scheduled call-back. I can tell clients we'll provide whatever means they want for their customer contacts. And these are revenue-generating transactions for Palm Coast Data.

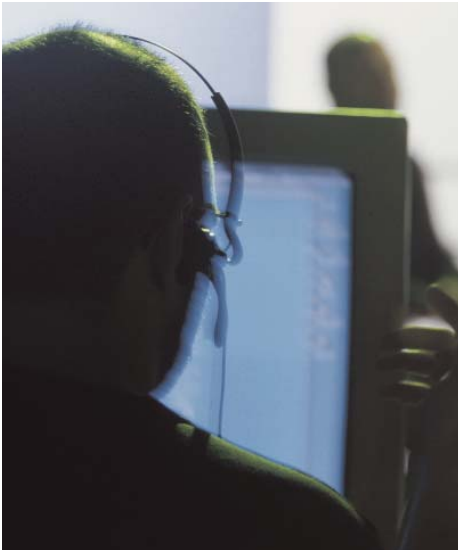
"For many years, Nortel has been helping us reach our goals," Bradley continued. "In return, we provide them with ideas that emerge from our contact center needs to expand the features of their solutions. It's a true partnership."

The ultimate spam blaster

"One of the Nortel solution's nicest features is letting us effectively manage 40,000 spam emails a month. The system is rules-based and will read into the emails, looking for whatever we want. We used to have to handle spam manually, but now the system takes care of it automatically."

— Jim Bradley, Director of Telecommunications and Network Services, Palm Coast Data, LLC





Nortel solutions are driving Palm Coast Data customer service

- > Nortel CallPilot Unified Messaging
- > Nortel Communication Server 1000
- > Nortel Contact Center 6.0
- > Nortel IP Phone 2004
- > Nortel IP Softphone 2050
- > Nortel Communication Control Toolkit

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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