



Customers

Creating Success

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Carlson Marketing Group

Success Stories

Relationship Experts at Your Service

As a leader in relationship marketing, Carlson Marketing Group strongly believes that relationships are the key to business results. The company helps global Fortune 1000 clients design marketing and business strategies that strengthen relationships with their target audiences.



Ranked as one of the top 100 places to work in America by Fortune and Working M Carlson Marketing Group employs 250 contact center agents in Plymouth, MN. The which handles nearly two million calls per year, switched to TotalView® Workforce from a competing product in 1998 and recently completed a successful skills migra TotalView Skill Planning and Scheduling.

The decision to make the switch to a skill scheduling environment came from the re TotalView skills feature would accurately match Carlson Marketing's call arrival pat skilled workforce creating an overall positive environment for its agents.

"We experienced no problems whatsoever in moving to a skills environment," said Director of Central Operations for Carlson Marketing. "The IEX team did an excellen us through the transition process. A process that required no manipulation of data."

Within six months of implementing skills, Carlson Marketing had already seen a sei increase of nearly 10 percent. After completing the data transfer from its Avaya swi TotalView server, Carlson Marketing implemented historical adherence as a centra practice in each of its skill groups.

Prior to implementing skills, all of the contact center skill groups were scheduled se Carlson Marketing couldn't accurately demonstrate the advantage it was trying to a cross-training agents. Now the contact center can target potential accounts in need resources with more accuracy because of predicted service level statistics.

"We have hit the triple crown of workforce management, increasing our percentage answered within the service level while decreasing headcount and handling higher said Falkowski. "TotalView has created savings that directly impact our company's

Carlson Marketing relies on TotalView Workforce Management as a main tool in m agent's performance. Simply stated, Carlson Marketing has used TotalView to crea center plan and execute it successfully.

For more information about the Carlson Marketing Group, [please visit their website.](#)

[Top of Page](#)