



## Customer Profile

4 Wheel Parts

## Industry

Automotive

## Witness Systems Solution

- eQuality ContactStore for IP

## Region

North America

## Location

Compton, California

## Number of agents

50

## Results

- Increased agent monitoring efficiency by 30 percent
- Increased sales and order volume by eight percent
- Enhanced training and development program

## About 4 Wheel Parts

With more than \$30 million in inventory from over 150 manufacturers, 4 Wheel Parts is the nation's largest distributor of parts and accessories for Jeeps, two and four wheel drive trucks and sport utility vehicles. The company's wholesale and retail operations distribute products – such as suspension lift kits, shocks, tires, wheels, drive train components and other performance-related products – to individual consumers, as well as automobile dealerships.

## Opportunity

Headquartered in Compton, California, 4 Wheel Parts' telephone and Internet sales operations team is made up of 50 agents, who handle more than 1.2 million calls per year. Responding to customer interactions from both direct consumers and automobile dealerships, 4 Wheel Parts' sales agents are tasked with establishing a trust-filled rapport with callers and providing concise, accurate product information to close sales. With its telephone transactions averaging \$450, it's easy to understand the business value each call is worth.

4 Wheel Parts recognized the importance of having well informed agents that were equipped with the knowledge and ability to sell its products to a variety of customers. Historically, monitoring customer interactions was an extremely time consuming process. Supervisors found it challenging to determine when to listen in on agent-customer interactions, making it a hit-or-miss activity. With such a vast amount of calls coming in, managers and supervisors needed a way to evaluate agents to ensure accurate product information was provided, as well as coach and train them on such skills as effective sales closure.

4 Wheel Parts sought an automated customer interaction recording technology that would easily integrate into its voice over Internet protocol (VOIP) environment, giving it the ability to live monitor and record agents as they interacted with customers. The company required a solution that would not only capture calls, but also allow it to live monitor agents while they handled customer interactions. Additionally, 4 Wheel Parts realized the opportunity to gain more value from telephone contacts – including customer intelligence – by immediately recording, categorizing, notifying and storing the IP telephony calls that had a direct impact on its bottom line.

## Solution

4 Wheel Parts implemented eQuality ContactStore for IP, Witness Systems' recording platform that allows for 100 percent recording in an Internet protocol (IP) environment, to fulfill its recording and monitoring business requirements. Part of the decision in selecting the solution was its ease of use. eQuality's administration capabilities provide flexibility for all levels of the company. "From the beginning, the software has been very easy to use – from installation to full production," comments Eric Coutts, Director of Telecommunications.

# 4 Wheel Parts



*“As a small, growing company that records about 1.2 million calls per year, the eQuality ContactStore for IP solution has had a tremendous impact on our business, helping us collect and manage vast amounts of valuable information and intelligence from our customers and suppliers.”*

**Eric Coutts, Director of Telecommunications**

For 4 Wheel Parts, each time a customer calls into its contact center, there is an opportunity for an agent to make a sale. eQuality ContactStore for IP allows 4 Wheel Parts’ supervisors and managers to proactively monitor customer interactions and ensure customers have the optimal sales experience. “By simply pressing a button on the IP phone at any point during the call, we can capture and keep the entire interaction,” said Coutts.

“When a customer calls and speaks with an agent, there is a very short window of opportunity to make a sale. The longer the call, the less likely it is that the agent will close the sale,” explains Coutts. If an agent is encountering difficulty during the call, 4 Wheel Parts has the ability to tag the call and direct the system to notify a manager immediately to ensure prompt attention. “There are many reasons a customer can grow disinterested, from pricing to shipping logistics,” adds Coutts, “The flexibility of eQuality ContactStore for IP gives our supervisors immediate access to those calls to help agents follow through to complete sales and ensure customer needs are met.”

Since implementing eQuality ContactStore for IP, the company has realized many efficiencies and process improvements in its day-to-day operations. Co-existing with its converged voice and data network, 4 Wheel Parts is able to monitor calls 30 percent more efficiently, saving time and money by automating the recording process. Through the efficiencies provided by the solution, supervisors and managers are freed up and able to more effectively coach agents and provide developmental training. Further, the software’s on-demand capabilities have given 4 Wheel Parts the ability to help its 50-person staff improve customer service, which has boosted sales.

From a training perspective, 4 Wheel Parts uses eQuality ContactStore for IP to determine which extensions are busy and initiate live monitoring to provide feedback on how to handle calls better. It also leverages captured agent-customer interactions that are effective to share with others in a best practice capacity. Agents have specific quotas to meet, so if their sales figures are below that threshold, supervisors and managers have a way to go back and review captured calls to determine the challenges and issues the agents are encountering. This enables them to go back and role-play and coach on sales techniques, identify established processes hindering agent success and even determine if there are technology issues contributing to the challenges. The company uses eQuality ContactStore IP in a similar way for new-hire training.

eQuality ContactStore for IP also provides the company with sophisticated real-time control over recording and call indexing, allowing 4 Wheel Parts to assign specific attributes or “tags” to contacts for quick and easy identification, such as customer names and invoice numbers. The solution gives 4 Wheel Parts rapid access to its recorded customer contacts. To assist in coaching of new staff, it can see which extensions are busy and initiate live monitoring to evaluate effectiveness and provide feedback as needed. Further, authorized users across the enterprise can use the intuitive browser-based application to retrieve and replay calls using powerful search criteria.

With the eQuality ContactStore IP solution implemented, 4 Wheel Parts is better equipped to provide prompt service and accurate information to its customers, resulting in higher satisfaction levels. Using the solution from Witness Systems, it will continue to collect valuable business intelligence that will be instrumental in enhancing its offerings, sales and service, thereby continuing to impact the organization’s bottom line.



It’s your goal.

It’s our philosophy.

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**Improve everything.**

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