



“We have to make sure we do everything possible to generate customer enthusiasm and inspire loyalty to the Saturn brand. With eQuality, we can continually measure quality within our call center.”

Steve Fort, Account Operations Manager, EDS-Saturn

Overview

Saturn Corporation was created to find both new ways to build cars and new ways to build customer relationships. Obviously, this “different kind of company” has found a winning formula, selling 2.2 million vehicles and bringing a new level of customer service to the automotive industry since entering the market in 1990. Saturn’s heritage of customer-focused innovation extends to every level of the company, including the Saturn Customer Assistance Center at its manufacturing complex in Spring Hill, Tenn. Managed through a close partnership with EDS, the leading global information technology services company, the contact center is equipped with Witness Systems’ eQuality™ software. Since implementing this customer interaction recording solution, EDS-Saturn has increased supervisor productivity, enhanced agents’ development and generated greater customer enthusiasm and loyalty.

Going the extra mile to earn customers’ loyalty

Saturn customers aren’t stuck in idle when they call the company’s Customer Assistance Center. EDS-Saturn’s skilled team of customer care consultants (CCCs) and customer area managers (CAMs) strive to answer calls in less than 20 seconds, but they don’t place limits on call length to ensure customers receive personalized care. “We’re not as concerned about how long our agents stay on the phone with customers as we are about handling calls correctly, getting the appropriate information and taking time to let customers know we are doing our best for them,” explains Steve Fort, account operations manager for EDS-Saturn.

The 120-person contact center receives nearly 1,200 calls per day. While Saturn provides direction as to how it wants customers to be treated, EDS supplies the people, business systems and technology to ensure the delivery of top-notch customer service. “Our goal is to surpass customers’ expectations by providing highly personalized care and evaluating every issue on a case-by-case basis,” Fort says. “We don’t subscribe to a cookie-cutter approach. Every customer is treated as an individual with unique issues and needs.”

After installing a new Aspect switch to manage its phone system in 1996, EDS-Saturn decided to reevaluate its methodology for capturing and analyzing customer interactions and coaching CCCs. The organization deployed eQuality, which has become an important technological component in the fulfillment of Saturn’s commitment to customer satisfaction.

“Saturn has always been willing to invest in technology where it makes sense,” Fort says. “We would rather have machines do the routine, manual labor so our people can use their brainpower to encourage innovation.”

Prior to eQuality’s implementation, EDS-Saturn’s quality assurance team and supervisors had to use tape recorders to capture conversations between agents and customers, taking manual notes. Thanks to the multimedia recording solution that captures voice conversations as well as the agents’ corresponding desktop activities, the workload of supervisors has been reduced by up to 50 percent due to the automation of the monitoring process.

Winning the race for quality with the right CTI solutions

eQuality, which leverages computer telephony integration (CTI) connects to EDS-Saturn’s Aspect ACD using Aspect’s Real-Time Bridge, a switch interface unit that allows EDS-Saturn to perform random monitoring of its CCCs. The bridge provides eQuality with a data stream that shows the status of the switch via an Ethernet connection.

According to Fort, random monitoring is determined by the skill levels of CCCs. New team members are monitored more often while more proficient agents have approximately 20 percent of their customer interactions recorded. “You can never predict what type of calls agents will receive,” Fort notes. “With random monitoring, we’re assured of capturing an accurate representation and mix of interactions involving numerous scenarios.”



WITNESS SYSTEMS

Success Story:

EDS-Saturn

The most critical factor in EDS-Saturn's decision to implement eQuality was the software's ability to grow with the organization and meet ever-changing industry demands. While EDS-Saturn currently uses eQuality to record interactions from both a voice and data perspective, the software can evolve with EDS-Saturn as the organization adopts other mediums for interacting with customers, including e-mail and Web chat.

The investment in eQuality has enabled EDS-Saturn to establish a formal program for coaching CCCs in the provision of stellar customer service. Before eQuality, Fort describes feedback as difficult to administer and infrequent unless there was an urgent issue that needed to be addressed. Now agents receive coaching every week. "Agents appreciate the one-on-one attention eQuality affords them," Fort explains. "It has really been a great tool for their development because it allows us to provide valuable input in a timely manner. As a result, we've seen improvements in both productivity and service delivery."

Fort states that a quality monitoring solution was important to customer service, productivity and overall professional development. During the selection process, EDS-Saturn looked at several factors, including CTI and quick implementation. "Agent transparency" was another consideration. With eQuality, CCCs can work from anywhere in the call center and still be monitored through the CTI link. "The fact that our agents don't have to sit at a special desk with special equipment is significant."

However, the most critical factor in deciding to implement eQuality was the software's ability to grow with the organization and meet ever-changing industry demands. "When we bought eQuality, we also invested in the Witness Systems vision for true multimedia recording." While EDS-Saturn currently uses eQuality to record interactions from both a voice and data perspective, the software can evolve with EDS-Saturn as the organization adopts other mediums for interacting with customers. In fact, eQuality Response and eQuality Interactive provide functionality for recording e-mail and Web chat interactions, respectively. "Thanks to our technology infrastructure, we're very well positioned to take our center to the next level in delivering world-class customer service."

Customer Profile

EDS-Saturn

Industry

Automotive

Witness Systems Applications

eQuality Balance

Benefits

- Reduced supervisors' workloads by up to 50 percent
- Increased productivity and improved quality of customer service
- Established program for continuous agent development

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