

# eglua Case Study: Communications Service Provider Increases Market Share of its SMB Business

## Summary

A top U.S. communications service provider was looking to increase revenue of its SMB Business, improve the efficiency of its agents and cut costs. As a result of deploying the eglue's InterAct Suite with the help of NCS Technologies, the service provider was able to build market share in the competitive small and medium size business arena, generate additional revenue through cross- and up-sell sales campaigns, as well as cut costs and increase efficiency of its sales and service centers.

The service provider saw a 20 percent increase in plans sold per call, and an 18 percent increase in overall phone lines sold per month. At the same time, the eglue solution lowered the company's cost of sales, with the First Call Resolution rates and Average Handle Time (AHT) of each call reduced by more than 20 percent.

## Background

eglua's customer is a company that has long been known for providing high-quality and innovative products and services, and excellent customer care. The company is a top U.S. provider of wireless, high speed Internet access, Wi-Fi, local and long distance voice, directory publishing and advertising services, and is also recognized as one of the leading worldwide providers of IP-based business communication services.

## The Challenge

In 2006, the company's Business Solutions division embarked on an aggressive campaign to increase market share in the American small and medium size business (SMB) arena. Newly packaged IP-based services were one of the keys to the company's success. Average Handling Times (AHT) and First Call Resolution rates were dramatically increasing the company's cost of sale, and even more so by local sales and customer service representatives who had to resort to "swivel chair" techniques to gather information from multiple systems.

The company needed a front-end application that would integrate legacy and newer systems, as well as the internal CRM application. The new application would provide sales and customer service representatives with detailed, simplified information on complex promotions and service offerings, all through a single user interface.

"We needed a way to have the right information delivered at the right time, to drive down our costs," explained a team leader from company. "We sought a solution that would present a single user interface, enabling company representatives to support a variety of sales features. The solution required us to qualify accounts, determine eligibility and close sales as quickly as possible. The ideal system would enable us to capture billing, service inventory, maintenance and scheduling information, stored in multiple legacy systems, and present it to agents within a single, user-friendly interface."

## The Solution

The goal was to achieve the highest usability, increase First Call Resolution rates, decrease AHT and, ultimately, reduce the cost of sales. With these requirements in mind, the company reached out to NCS Technologies, a full service technology provider. NCS recommended integrating eglue's real-time customer interaction management solution for its ability to monitor events in real-time and present customized "strategic selling call-outs" to agents, recommending appropriate actions and enabling agents to fully capitalize on sales opportunities.



**After a successful implementation of the solution within only eight weeks, the following results were observed: 20% increase in plans sold per call; 18% increase in overall lines sold per month; 21% decrease in AHT**



Inspire every interaction™

“This project presented a significant challenge, as the billing system had never been integrated with any CRM or Windows-based front-end system,” explains Harry Rambo, Chief Technical Architect at NCS. “We felt that eglue’s unique support for straightforward, screen element-based connectivity with legacy systems would decrease development time significantly. We also believed that eglue’s ability to provide agents with all of the information they needed, in real time and within a single user interface, would enable them to fully capitalize on sales opportunities and achieve their sales goals.”

## Results

eglue now plays a significant role in automating the company’s customer qualification process, taking care of data collection, ensuring real-time reaction to changes and providing information to agents in the form of “strategic selling call-outs”. The eglue’s InterAct Suite monitors agents’ interactions with customers while calls are in progress, gathering information from multiple systems, and guiding the agents with personalized content.

When calls come in and an agent searches for account information, eglue’s software automatically performs behind-the-scenes queries and launches the billing/account query application in the context of the interaction, to provide direct access to all relevant customer billing details. Once input from multiple applications is gathered and combined, eglue applies business logic to qualify customers for specific products, offer agents details on what customers are eligible for and guides on how to best secure the sales. eglue’s business logic delivers all of this information without requiring agents to toggle back and forth between application screens. In addition, eglue InterAct provides company agents with automatic note taking capabilities and easy copy-and-paste functionality.

The result – a dramatic improvement in agents’ sales effectiveness and significant reduction in Average Handle Times, which in turn translates to greater customer satisfaction and a boost in revenue generation as a result of increased interest in supplementary company products and services.

## Results by the Numbers

After a successful implementation of the solution within only eight weeks, the company measured the business impact using a controlled measurement method over a predefined period of time. The following results were observed:

- 20% increase in plans sold per call
- 18% increase in overall telephone lines sold per month
- 21% decrease in AHT

The results were so positive that company has consistently extended deployment to provide these enhanced capabilities to additional agents in different parts of the business each year.

In the words of one power user of the eglue-enhanced application, “eglue’s contribution goes beyond mere technology in that it provides our agents with context-sensitive sales support that is personalized for a particular caller. eglue effectively grants agents access to all of the knowledge they require to experience complete confidence when making a sale.”

## Office Locations and Contact Details

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“...eglue’s ability to provide agents with all of the information they needed, in real time and within a single user interface, would ensure that they fully capitalize on every sales opportunity and achieve their sales goals”

**Harry Rambo,**  
Chief Technical Architect, NCS  
Technologies (provider of  
company’s SOE CRM tool)

“eglue effectively grants agents access to all of the knowledge they require to experience complete confidence when making a sale”

**company Power User**

## About eglue

eglue is a global provider of unique real-time customer interaction management software solutions for the enterprise. eglue makes it possible for companies to achieve the most efficient and optimal results during each and every customer interaction, by continuously adapting and responding to changing business circumstances in real time, and by managing the inherent unpredictability of interacting with customers.

A privately-held company founded in 2001, eglue is headquartered in Hoboken, New Jersey, with offices in the United Kingdom, in Spain and in Israel. eglue caters to Fortune 500 companies worldwide and is backed by such leading international VCs and private investors as Giza, Cedar and Evergreen.



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