



Smarter. Safer. Transportation.



Headquartered in Mesa, Arizona, ATS provides traffic solutions designed to enhance safety and convenience on US roadways. The contact center primarily handles status inquiries and payment transactions for traffic citations and toll-related fees.

CHALLENGES

When ATS began researching options to maximize efficiency and drive down the cost per call in their contact center, they were utilizing a costly third party vendor to manage their incoming calls on an Automatic Call Distributor (ACD). The ACD pushed 95% of calls to Customer Service Representatives (CSRs) who fielded inquiries and processed payments during normal business hours. As their business expanded, the need for additional agents grew exponentially and threatened to eventually tax their infrastructure to its limits.

SOLUTION

Working collaboratively with ATS to create an IVR platform from the ground up, INI was able to provide a single application solution to manage incoming calls for all ATS divisions. The new self-service system integrates with their database to handle account inquiries and connects directly with their bank's payment gateway to process credit card transactions. By providing self-service options for callers, all payment and status calls are now handled without the need to speak with a CSR. Callers are able to gain 24/7 access to real-time account information and the ability to make payments on their schedule—day or night.

RESULTS

CSRs can now provide quality service for callers who require assistance, while significantly decreasing the need to add staff as the company grows. By providing a better customer experience, the number of payments collected on time has increased. The municipalities that ATS serves enjoy a reduction in collection efforts and a more reliable budget cycle, which in turn reduces the burden on their constituents.

- ❖ 50% of calls completed entirely within the IVR
- ❖ 25% reduction in staff workload
- ❖ Reduced speed-to-answer by 25%
- ❖ Call abandon rate cut by more than half (50-75%)

“Working with INI was very positive. Their team was responsive and worked under tight deadlines to deliver requirements, design, code and test system. In addition, as issues arose, they quickly responded and worked alongside ATS to identify and solve the problems.”

Debbie Duff | Senior Manager of Operations | American Traffic Solutions, Inc.