

# Customer Success Story

## Self-service IVR Application Tuning Saves CCHS Millions in Contact Center Costs

### Background

Cross Country Home Services (CCHS), a premier home warranty, repair and maintenance services company, has been supporting homeowners for 35 years. CCHS' contact centers in Florida and South Carolina provide customer support 24/7/365 and the company is committed to providing excellent service experiences. That's why when its Interactive Voice Response (IVR) system wasn't meeting expectations any longer, CCHS sprang into action.

### Challenges

Some think that IVR systems, once deployed and integrated, can be left alone to do their thing. But like all technology, CCHS' once-cutting-edge IVR began to underperform over the years, eventually struggling to deliver on CCHS' high customer satisfaction standards. Business and customer needs had evolved, yet the IVR had not. A complex user interface, combined with missed opportunities for self-service, resulted in a high transfer rate, with 75 percent of new claims calls needing agent assistance.

### Solutions

CCHS knew their system needed an overhaul and turned to INI and ConvergeOne for help. Together they defined a new self-service strategy based around an upgraded Avaya Aura® Experience Portal platform.

It was important to CCHS that the new IVR not lean on proprietary source code so they could make changes when needed. For the first phase of the project, INI simply rewrote the existing speech application with minor enhancements, allowing CCHS to get up and running quickly on the new version. Changes included a more robust backend integration and improved prompting designed to elicit a better response from callers.

CCHS immediately followed up the phase one deployment with a speech tuning effort targeted at increasing recognition success. Following industry security standards, INI transcribed and analyzed thousands of call recordings, uncovering a multitude of design problems that were impacting the user experience. By rewording prompt verbiage and refining grammar coverage, INI implemented several voice interface changes that increased call completion rates and impressed both customers and CCHS stakeholders. This success led to the development of a multi-phased enhancement roadmap, setting a course for continual improvement in the IVR.



### Issues to Address

- Underperforming legacy IVR
- Dropping customer satisfaction
- Complex user interface
- New, unmet, customer needs

### Answers

- Upgrade to latest Avaya Aura® Experience Portal
- New self-service strategy
- Enhance speech application
- Extensive speech tuning

### Outcomes

- Increased self-service new claims completion
- Contact center cost savings
- Eased agent workload



Phase Two introduced even more self-service capability with the addition of a new backend system that would allow additional types of warranty holders to open claims. Suddenly CCHS was able to service a whole new segment of its customer base in the IVR, further reducing agent transfers. But still, CCHS refused to rest on its laurels and embarked on another round of speech recognition tuning. INI further adjusted prompts and grammars to ensure the best caller experience possible, a true testament to CCHS' dedication to customer service.

## Results

The new self-service application and associated speech tuning have enabled more callers to serve themselves. As many callers prefer not to wait in queue or speak with an agent, the new self-service options drove up customer satisfaction. This downturn in agent-fielded calls has worked out nicely for CCHS according to COO Chris Askew who said, "Delivering digital forward channel options improves our corporate scalability and allows Cross Country's customers to be serviced in the manner in which they are most comfortable. An effective IVR platform increases opportunities for our customers to achieve that flexibility in self servicing without sacrificing the customer experience."

Hundreds of thousands of deflected calls have helped agents' efficiency and driven a 22 percent improvement in calls completing Claims Initiation in the IVR. The deflected calls have also saved CCHS millions of dollars that it can spend to better serve its customers and otherwise enhance its customer experience.

But the CCHS success story doesn't end here, as no good self-service strategy should. Already INI, CCHS, and ConvergeOne have started on the next phase of development in what has proven to be a winning solution for customers and the company alike.

## Contact Interactive Northwest, Inc.

For more information about INI's application tuning services, contact center solutions, Avaya Aura® Experience Portal integration, or any other INI products or services, please visit and contact us at [www.interactivenw.com](http://www.interactivenw.com).

### Interactive Northwest, Inc. (INI)

was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. It was one of the first companies to provide combined expertise in network and host connectivity, database integration and telephony networks needed to deploy advanced communication solutions. INI is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. INI's devotion to quality and customer satisfaction is reflected in a track record of

successful implementations in a variety of client environments. INI's software products and services address the complete life cycle of self-service implementations—from solution design and project management to interface development and test, deployment, documentation, training and ongoing support. The company's differentiation lies in areas critical to the success of self-service systems: deep technical expertise in the underlying technologies—networking, operating systems, database integration and computer

telephony. INI has a talent for natural end-user dialog design that leads to a better experience for the caller. INI's disciplined, highly-tuned project management process ensures successful completion of the most complex projects on time and in budget. INI leverages this expertise to create innovative, standards-based tools that augment platform products. In addition, INI has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.

