

“The interaction and support is unlike anything I have ever found before. It is such an added value when you have this kind of relationship with a company.”

— Jill Blankenship
President, Frontline Call Center

Frontline Call Center

inContact Enables Frontline Call Center to Grow Business 35% Over the Past Year

Founded in 2005, Frontline Call Center provides outsourced solutions for customer support, order processing, technical support and outbound customer follow up. The company’s founder wanted to start a business that would help provide the community’s professional workforce with a year-round employment option that didn’t rely on tourism, the area’s main economy.

Frontline Call Center was seeking a hosted solution that could rapidly grow with the expansion of the company and flexibly meet a variety of customer needs. With the inContact hosted solution in place at the Eastsound, WA headquarters, Frontline has grown more than 35% over the past year while expanding their agent base to include at-home agents from across the U.S. as far as South Carolina.

The Challenge

“With our previous hosted provider, we did not have the support we needed,” said Frontline Call Center President Jill Blankenship. “The technology did not allow us to function or grow in the areas we needed, specifically with the requirements essential for our reporting and 24/7 connectivity.” It was critical that Frontline have an application that provided reliable 24-hour support without the weekly maintenance requirements of the previous technology.

Frontline needed a provider that could track follow-up calls to a specific account since 17% were outbound call backs. The other supplier, however, didn’t have the capability to utilize accurate customer usage tracking, which caused a discrepancy between the numbers shown in the reports compared to what was billed. “We needed to be able to bill for every minute. When an agent was unavailable and doing email follow up, for example, there was no way to track that time. Our utilization numbers were as low as 27%,” noted Blankenship.

Frontline also experienced dissatisfaction with the technical support team. “The previous provider off-shored their technical support team to Asia and Russia. This was detrimental to our ability to easily make changes. We felt totally unsupported - this was the final straw,” admitted Blankenship.

The Solution

After evaluating several other well-known providers, Frontline selected inContact to help deliver more advanced monitoring capabilities. Blankenship recalls receiving numerous positive references about inContact from others in the contact center industry. “I liked the suite of applications because we are able to have an improved monitoring ratio with customized reporting, giving our customers what they expect,” noted Blankenship.

“There is a passion with inContact employees. They believe in the product and will go over and above to make things work for a customer.”

— Jill Blankenship
President, Frontline Call Center

Being able to accurately monitor agents is also critical, especially when dealing with remote agents.” Since inContact can track percentages of time based on skills and requirements, at-home agents can go unavailable for various tasks, and more accurately track their time to a customized disposition. “With inContact, our utilization numbers are over 75%. This results in more accurately reported financials. I think this is a tool more and more companies will need as they move toward a work-at-home staff,” remarked Blankenship.

Beyond the efficiency of customized reporting, Frontline also needed a solution that would meet a variety of customer requests, including customized IVR scripting, skills-based routing (ACD), screen pops and priority settings to deliver a quality experience with each inbound caller. “I was able to negotiate a contract that was cost-effective and included all the elements essential to running my company and giving us what we needed,” said Blankenship. “We have grown significantly and have a lot more capabilities to meet the customer’s needs.”

Business Benefits of inContact

“One of the biggest values I have had in working with inContact is that they are not stuck in a box. From the technical team to client support to high-level executives, I know I can work with anyone to resolve an issue. The interaction and support is unlike anything I have ever found before. It is such an added value

when you have this kind of relationship with a company,” remarked Blankenship.

Along with this benefit, Frontline has experienced a consistent level of support since signing on. Blankenship noted that just during the last week, the inContact technical support team was helping to conduct test calls on a Saturday at midnight. “There is a certainty I have as a customer; I know everyone at inContact is committed to making sure I have what I need, which has been key. I don’t think I would have gotten this from another hosted provider,” said Blankenship.

Another valuable aspect for Frontline is the ability to grow. “My goal is to double in size in two years; I had to pick a provider that would allow this to happen,” noted Blankenship. Frontline continues to expand the volume of both agents and accounts. Their goal is to target small to mid-size customers, less than ten agents, with a hosted platform that can give them the reporting and IVR capabilities they would not be able to consider otherwise. Blankenship foresees that the support tools to have this platform in place could come together within the next few months.

With the growth, Frontline continues to increase the opportunities for their remote workforce. Remote agents have a more flexible work environment which often lends itself to increased agent satisfaction and improved customer loyalty. Amy R., a Frontline Call Center agent commented, “A nine-to-five job in an office is out of the question. I don’t think I could put

a price tag on being available for my kids – working from home is a godsend. I save over \$300 per month by not having to buy gas, eat lunch out, purchase work clothes or pay for dry cleaning. Being an at-home agent is like getting a raise and adding hours to my day. It simply makes my life easier.”

Quick implementation and flexibility to make changes on their own has been of critical value to Frontline. “There is a passion with inContact employees. They believe in the product and will go over and above to make things work for a customer,” said Blankenship. “It gives me confidence to sell my services knowing that I have a strong platform, an application that works well and a support team behind it that is amazing.”

About Frontline Call Center

Frontline Call Center provides efficient, cost-effective outsourced solutions to businesses 24 hours a day. Frontline aims to support inbound solutions that give their clients the ability to adapt to the rapidly changing technology industry. Primary services include technical support, scheduling/reservations, customer relationship management and product order processing, and small volume fulfillment. To learn more about Frontline Call Center, visit www.frontlinecallcenter.biz.



7730 S. Union Park Ave, Suite 500
Salt Lake City, UT 84047

877-401-SaaS (7227)

www.inContact.com
info@inContact.com