UNITED ONLINE
Adopting New Customer Support Strategy

INTERLINK
NETWORK SYSTEMS INC.

United online is a leading provider of internet products and services. Their services include internet access, email, online social networking and marketing. With about 50 million registered users, the company is popularly known for its internet access services such as NetZero and Juno. The company offers services like accelerated dial-up Internet access, standard dial-up Internet access and a free dial-up Internet access service. These services are available across 10,000 cities nationwide.

Classmates-social networking website from United Online helps users to locate and interact with acquaintances from school and work life. The online marketing service (My Points) from UOL enables advertisers to reach the masses effectively. The company also uses a variety of technologies, websites and services so as to enable advertisers reach their target audience.

Providing customer support for these applications required efficient planning. The process became overwhelming when thousands of calls came in expecting immediate assistance. Interlink Network Systems was chosen to resolve this scenario.

Implementation of TxIVR

TxIVR is a highly flexible IVR system from Interlink and is capable of handling the most demanding customers. For the UOL implementation it is connected to 28 T1 trunks and manages excess of 50,000 calls per day over 50 different toll free queues.

TxIVR is integrated seamlessly with UOL enterprise applications. Integration with Remedy CRM application for service ticket management and CyberSource payment management for authorization and billing are done effortlessly. This helped UOL to integrate sales, marketing and customer support services effectively for better business interactions.

The IVR provides screen pop ups as well as call monitoring features. It utilizes the idle channels for voice logging. Both quality and 100% recording of various queues are done. Quality recording is usually done twice a week per agent.

Screen capture module enables to capture the agents screen while a call is in progress. The video files are later merged with the recorded audio files to give a comprehensive view of the agents performance. This capability helped UOL to continuously review their agents.
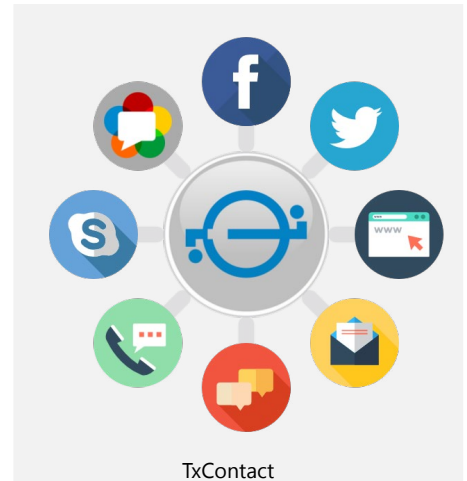
TxContact

Benefits

- **Improved contact center automation**
- **CyberSource payment managment**
- **Screenpops**
- **Better business interactions**
- **Better Ticket management**
- **Agent productivity**
- **Advanced telephony features**
- **Better customer support**
- **Email alerts**
- **Increased total calls handled**

In addition, TxIVR prepares forecasts for call volume on a moving average basis. Interlink monitors the call ratio (i.e. expected calls to addressed calls) and extracts necessary reports. These reports are compared with call forecasts and failure points and shortcomings of the application are identified on a continuous basis. Email alerts are sent to the support group when call volumes vary significantly from the forecast.

The Solution

With the new system in place, UOL has experienced higher operational efficiency. Agent productivity has improved over time and finer call handling experiences were reported. This IVR implementation helped UOL to come up with better customer support strategies to ensure customer satisfaction and retention. It acted as a major tool in driving down the agents' workload without compromising the quality of service. TxIVR served as a platform for UOL, to adapt to the changing business scenario, which is very crucial for the organization's development.

INTERLINK
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Interlink Network Systems established in the year 1991 is a Telephony and Enterprise Application Integration (EAI) software products and services company. As a US subsidiary company of Telenetix with valued customers in the US, Canada, Africa, Middle East and South-Asia, Interlink is committed to delivering high quality products and services

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