



THE CHALLENGE

Sunbelt Golf Corporation is a golf management company that takes reservations for the popular Robert Trent Jones Golf Trail in Alabama. They provide custom plans for each client's needs, delivering improved customer service, professionalism, and consistency.

Their goal is to deliver top-notch customer service and provide customers with a world-class golfing experience that makes them want to tell all of their friends and return to the Trail year after year. Sunbelt's call center was doing well, but during the busy spring and summer months they were getting backed up. Customers were spending too long on hold, and some callers were abandoning calls. Sunbelt wanted to improve the call center's service, reduce wait times, and eliminate dropped calls while on hold.

WHAT WE DID

Sunbelt wanted to be capable of responding swiftly, efficiently and accurately to customers throughout the customer interaction process.

To meet these needs, Converged Networks set up IP Office and Contact Center for Sunbelt, which gives them advanced reporting, allowing them to track the performance of each call. It also includes a spectrum of services that enables them to substantially improve performance, thus increasing customer satisfaction. Converged Networks then trained their people on how to use the system to get the most benefit from it.



THE RESULTS

Sunbelt reports that the system has delivered outstanding results for them. The system allows them to integrate voice, e-mail, and web chat channels, and proactively manage the entire customer interaction lifecycle.

Incoming calls are now evenly distributed among the agents, so they are able to handle a higher volume of calls more efficiently. Recording capabilities allow Sunbelt to review calls and create strategies for improvement. The advanced reporting gives them information on average wait time and the number of abandoned calls, helping them track the level of customer service being provided to callers.

Sunbelt says, "The ability to have the call center track call volume by time of day and day of the week, has made us much more productive and efficient in our employee scheduling." The reporting also allows Sunbelt to see what areas of the country calls are coming from, providing them with the intelligence needed to best focus their marketing efforts.

WHAT THEY SAID

"The system has been outstanding. The ability to have the call center track volume by day, part and location has made us much more productive and efficient in our employee scheduling. Having a system that we could customize to our needs has been a great plus, as our business needs change and grow.

The most popular feature is the voicemail to email function, which allows our traveling folks access to real-time messages!

Jonathan Romeo
Director of Business
Development