**Serenova**®

**intuitive solutions**
managed call center services

# INTUITIVE SOLUTIONS TRANSFORMS ITS CONTACT CENTER WITH SERENOVA™ ZERO-FOOTPRINT WEBRTC SOLUTION

## THE COMPANY

Based in San Antonio, TX and founded by operators of highly successful restaurant franchises, Intuitive Solutions provides white glove managed call center services to the pizza industry. With a team of advanced technology experts and experienced agents who have served thousands of pizza customers daily for nearly 10 years, Intuitive Solutions has a deep understanding of its clients' needs to deliver outstanding customer experience while increasing transactions and guest check value on every contact.

In fact, Intuitive Solutions mission is to be an extension of every restaurant operations and customer service departments through low risk and cost efficient managed services.

## THE CHALLENGE

Intuitive Solutions previous call center platform lacked the geographic redundancy and reliabil-ity required to deliver on the promise of meeting 100% of the business operation. This key requirement, to eliminate the threat of natural disaster and provide business continuity, was essential for Intuitive Solutions to scale its call center and acquire new clients in order to grow its business.

Intuitive Solutions started its new contact center search with one goal in mind; transforming the call center beyond the brick and mortar operation. The management team realized that in order to handle seasonal business volume and new clients' requirements, they have to expand the call center resources with at home agents and eliminate the physical restrictions of on-premise telephony.

**CUSTOMER:**
Intuitive Solutions

**INDUSTRY:**
Retail

**SERENOVA™ SOLUTION:**
Serenova™
LiveOps WebRTC

### HIGHLIGHTS

» *Zero-footprint contact center with no telephony equipment to deploy*

» *Created a truly virtual call center environment with at-home agents*

» *Actionable business insights with full visibility of agent performance metrics*

> **We are now completely virtual. This is a huge win, from a cost savings standpoint, for both our agents and our operations."**
>
> — Tony Rutledge, COO at Intuitive Solutions

The current system was too difficult and costly to add new users, especially at-home agents, with the complexity of telephony infrastructure and physical phones. "Since our business in general is variable, it made no sense for us to build additional brick and mortar seats to help with our expanding business" said Tory Rutledge, COO of Intuitive Solutions. It was time for Intuitive Solutions to create a virtual call center to be more agile and help its business grow.

## THE SOLUTION

Intuitive Solutions selected Serenova™ to drive its business expansion and distributed workforce. One of the key drivers for selecting Serenova™ was to reduce its contact center footprint. LiveOps WebRTC solution provides a true zerofootprint contact center with no telephony equipment to deploy. Agents simply login to a web browser from anywhere and start taking calls immediately. This contact center transformation provided Intuitive Solutions with the relief of complex on-premise telephony infrastructure with the flexibility of on-demand capacity and zero capital expenditure. Intuitive Solutions was able to focus on its core business to deploy new clients faster while managing a true virtual call center environment regardless of agents' locations."We are now completely virtual.

This is a huge win for both our agents and our operations. From a cost savings standpoint, we no longer need to worry about buying and deploying equipment or the upkeep and maintenance of infrastructure," explained Rutledge.

In addition, Serenova™ industry-proven platform reliability, and simple-to-deploy contact center applications, allowed the company to expand its business and acquire new clients to deliver the highest level of managed call center services in the pizza and restaurant industry.

Serenova™ provided end-to-end actionable business insights to help Intuitive Solutions continuously measure and tune their clients' applications to deliver the best customer experience and maximize the value of every contact interaction.

Serenova™ robust real-time dashboard and historical reporting provide Intuitive Solutions with the ability to have complete visibility into its operation by closely monitoring incoming call volume, queue time, service levels, and agent performance metrics that are key to delivering on customers' expecta-tions. "The ability to see what is going on live in the call center environment is huge especially in the pizza industry. Our business is full of short bursts that require immediate reactions that the need to see everything real time is critical to be able to react quick to maintain great service levels," said Rutledge.

## THE RESULTS

Serenova™ and its WebRTC solution helped Intuitive Solutions realize significant business benefits. First, the zero-footprint solution is significantly reducing the company's Total Cost of Ownership (TCO) by eliminating on-premise telephony infrastructure and the typical cost associated with a brick and mortar contact center operation. Second, agent productivity has improved due to full visibility of agent performance metrics with the use of Serenova™ actionable business insights and realtime monitoring. Finally, operational efficiencies improved considerably with web-based administration, and the drag-and drop call flow authoring tool that enables managers and operations to dynamically change routing rules in realtime.

> " **Since deploying Serenova™, agent productivity has gotten much better due to our new visilibity into what they are doing."**
>
> — Tony Rutledge, COO

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