



Keany Produce

Harvests Customer Relationships and Identifies Trends with CallRex Call Recording Software

AN ENGHOUSE INTERACTIVE CASE STUDY

Unsurpassed attention to customer service is a cornerstone of Keany Produce Company's success. Offering the largest array of fruits, vegetables, and pre-cut items on the east coast, Keany has built its family business on quality relationships. Relationships with customers, employees, and their network of suppliers around the world are the lynch pin to success for the company. Keany proudly proclaims "It's our people who make the difference."

Since the company deals with perishable food items, accurate timing and order processing is paramount to success. Office are staffed 24 hours each day, allowing chefs and purchasing managers to speak with someone in person in the event of questions or special requests. Keany has invested in state of the art facilities and a staff of over 350 employees to provide exceptional service to all customers. The growth of the company meant that the analog telephone system needed to be upgraded to take advantage of new technologies as well as accommodate new employees in the quest to provide exceptional service.

Stretching Existing Infrastructure With IP Telephones

Keany Produce turned to their telephony reseller, IN Communications, for guidance on the best solution for their needs. Mitel 3300 IP telephones were chosen because of the cost benefits that could be quickly realized by the company. "IP telephones allowed us to stretch our current infrastructure investment and didn't require us to spend additional budget on running additional telephone wires

throughout our facility," said Dawn Eastwood, director of IT for Keany Produce. Operating across virtually any LAN/WAN infrastructure, the Mitel 3300 IP Communications Platform (ICP) provides seamless IP networking and gives organizations the opportunity to IP enable their legacy PBXs, protecting existing investments while delivering all the advantages of a converged infrastructure.

Prior to implementing the Mitel 3300 system, calls were not recorded at Keany Produce. During the second phase of the telephone implementation, Keany chose to install CallRex call recording software from Telrex so that they could improve quality monitoring and customer service processes. Working directly with Telrex's support department, the product was up and running within a few days. "CallRex was so easy to install!" exclaimed Eastwood.

CallRex is an all-software IP call recording solution that supports multiple telephony systems, including a MiTAI-based integration with the Mitel 3300 ICP and the 200 ICP. CallRex utilizes innovative packet sniffing technology to identify and record VoIP traffic on the network. When calls are initiated or received, CallRex begins to record the associated packets and enables real-time monitoring of the calls.

The CallRex client presents managers and administrators with the status of employees' phones, showing which phones are in

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use, which phones are being monitored and recorded, as well as call time, caller ID, outbound number dialed and more.

CallRex does not integrate directly with the IP telephony system; instead it utilizes port mirroring at the network switch to copy and record VoIP traffic on the network.

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Customer Service Focus

The introduction of call recording allowed Keaney Produce to focus their customer service efforts and pinpoint process and employee issues quickly. “We focus on quality, providing great service and responding to issues quickly. We always strive to get it right the first time,” said Eastwood. Call recordings are used for quality monitoring and employee coaching in addition to dispute resolution.

When a customer issue comes to light, like an error in an order, call recordings are retrieved to identify where the error occurred. “CallRex makes us successful because managers are able to retrieve and listen to calls and quickly identify problems,” stated Eastwood. Using CallRex, managers and administrators can use multiple search criteria to quickly locate calls. Call recordings can be played back through users’ PC speakers, or exported and e-mailed as standard .WAV files.

Identifying Trends

“CallRex has allowed us to identify trends and correct issues or train agents,” said Eastwood. “Using call recordings, we

discovered issues that we hadn’t even thought of.” When listening to the calls, managers discovered that while customer service agents were answering questions, they were not necessarily answering the underlying or unasked questions.

Eastwood explains, “we heard customer exchanges where agents were continually answering the customer question ‘how much does that include’ with ‘five pounds,’ when the real question may have been ‘how many servings are included?’ We were able to identify this trend and coach agents to better respond to customer needs.”

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Without the benefit of call recording software, and the ability to listen to “real-life” customer interactions, the company would not have the opportunity to fine-tune the customer service response processes, and continue to improve relationships with employees, customers, and vendors alike.

About the CallRex Software Suite

The CallRex software suite includes IP call recording and contact center optimization software designed specifically for small- and medium-sized businesses, such as:

CallRex Quality Management Suite™: Contact center optimization software

CallRex Call Recording™: Call recording and monitoring

CallRex Computer Recording™: Desktop computer recording and monitoring

CallRex Agent Evaluation™: Call scoring and agent coaching

CallRex Workforce Management™: Forecasting, scheduling, and adherence monitoring

CallRex API™: Custom integration solution for CallRex Call Recording software

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