

Case Study

Bob Barker

Saves Time and Money with ice Contact Center

The logo for Bob Barker, featuring the name 'Bob Barker' in white bold letters on a red rectangular background.

Bob Barker Company

Bob Barker Company, America's largest detention supplier, successfully demonstrated a commitment to service beyond expectations by transitioning to ice Contact Center. The move simplified contact center processes, improved call quality, and saved the company hundreds of thousands of dollars over the course of a year.

Challenges before ice

Prior to moving their contact center to ice, Bob Barker faced complicated processes, an unreliable CRM integration, and poor call quality.

Bob Barker was forced to manage and maintain ten on-premises servers and specialized phone hardware with the Cisco platform they were using before their move to ice Contact Center. They found the platform complicated to use and to administer. Users had both soft phones and hard phones, which they had to manually switch between if they wanted to work from home. They had to contact a Cisco-certified contractor if they wanted to close a queue, and occasionally still faced further complications after contacting the contractor. Reporting was a troublesome and time-consuming process – IT spent hours pulling files just to create reports that were at least a day old.

Beyond the complicated nature of their previous solution, Bob Barker had other pain points that caused them to seek out a new solution. One of these pain points was an unreliable CRM integration. Customer service agents had to manually pull up the account page from the in-house CRM whenever an interaction came in. Although a connection had initially been established between the system and Cisco, the connection broke so often that it wasn't useful.

Call quality was also an issue. While Cisco blamed the carrier and the carrier blamed Cisco, Bob Barker's customer service agents continued to complain about poor call quality and being unable to hear customers.

Choosing ice

When Bob Barker decided to move on to a new contact center solution, they looked at and demoed about a dozen different products. ice stood out for its ability to take full advantage of Bob Barker's Microsoft investments and eliminate their on-premises servers. With existing Skype for Business licenses (later replaced by Microsoft Teams licenses), Bob Barker wanted to make the most of them, and ice allowed them to do this perfectly. According to Bob Barker's IT Operations Lead, Michelle Corbett, the two biggest standouts for them were "the ability to sit on top of Skype [for Business]/Teams, and the fact that we didn't have to maintain a server on site. At that time, we couldn't find another company that was all cloud-based."

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Success with ice: Fixing the pain points of the previous solution

ice simplified Bob Barker's contact center operations, support, and administration, **saving an estimated 2.5 days of work per week** in comparison to their previous solution. In the words of Corbett, "The product is easy to use, easy to troubleshoot, and easy to administer. And when in doubt, easy to contact customer service on!"

ComputerTalk integrated ice with Bob Barker's homegrown CRM system to screen pop the customer account page to an agent as soon as a call comes in, saving them time spent on pulling up the database and locating records. The integration also improved the customer's experience, as it minimized their wait time.

Having a contact center that was native to the telephony platform removed call quality issues, enabling agents and customers to hear each other properly during calls and eliminating previous frustrations.

When Bob Barker moved to ice, the transition "helped tremendously" with improved productivity, according to Corbett. "The fact that our Customer Service Manager and Supervisors know how to add/remove people from queues and workgroups, run their own reports, and report their own issues to ComputerTalk helps to take IT out of the equation. That is a big time saver for them and for IT." In addition to overall improvements in productivity and administration, the move allowed them to eliminate all ten servers in the datacenter. **The company calculated approximately \$200,000 in cost savings over the course of a year.**

Moving from Skype for Business to Microsoft Teams

When Microsoft announced that they were retiring Skype for Business, Bob Barker decided to transition to Teams sooner rather than later to avoid interfering with a large upcoming ERP project. The decision proved to be a good one; users found that Teams was much better than Skype for Business. A test of Teams Direct Routing revealed that it allowed users to connect to customers faster when they pick up calls, so the company quickly embraced Direct Routing for all agents.

How Bob Barker uses ice today

Bob Barker began their ice journey with just their Customer Service Team on ice. They have since added their Finance and Private Management Teams.

The company takes advantage of custom routing rules to route calls based on user skill and region of the country. This region-based routing choice means that any customer calling in will usually talk to one of the same few people that they are familiar with every time they call. This familiarity is important to Bob Barker's customers, as they like to get to know their reps.

Bob Barker's Customer Service Manager, Nicole Beaulieu, uses ice's straightforward reporting tools to make staffing decisions such as when to send people to lunch, when to move employees off phones to work on email/fax orders, and more.

Next steps with ice

In the near future, Bob Barker plans to move their Inside Sales team to ice. Unlike their Customer Service Center, this team primarily makes outbound calls.

The company is also working on implementing NetSuite ERP in their organization. Once their implementation is complete, ComputerTalk will integrate ice with their new system. This integration will save users time on manual entry by automatically noting calls, among other new capabilities.

Service beyond expectations

Throughout its history, Bob Barker Company has remained committed to delivering service beyond expectations. ComputerTalk is proud to contribute to this mission by providing an ice Contact Center that allows the organization to meet their customer service goals to the best of their ability.

To learn how ComputerTalk can help your organization meet your customer service goals, request a demo or contact us at 1-800-410-1051.

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