ComputerTalk's ice contact center on Skype for Business streamlines Magnetek's helpline

Summary

The technical and field support team at Magnetek runs a phone helpdesk that operates as a first point of contact for after-market services. Support technicians work with crane operators and maintenance technicians in the field to help them solve real-time problems. The nature of their work requires them to be offline or away from the desk intermittently throughout the day. This can lead to confusion among the group about who is available to take calls versus who is working on other projects. The team's voicemail was separate from the call queue and lacked a call back option, so customers who couldn't reach a support technician would "call and hang up, call and hang up" or try other departments. By implementing ice Contact Center on Skype for Business, the team simplified their process for entering and leaving the call queue, provided customers with the peace of mind knowing they'll be helped as quickly as possible, and opened the door to possibilities for improving productivity and process enhancements.

> "We're going from an environment where the phone would ring and everyone would look around to see if someone was going to answer it, or say 'I'm working on something, can someone else get it,' to having the capabilities and visibility that our supervisor and tier 2 team can watch and step in and help as needed."

Crystal Goodwill
Administrative Assistant for Aftermarket Services at Magnetek

Company background

Magnetek, a wholly owned subsidiary of Columbus McKinnon Corporation, develops, manufactures, and markets digital power and motion control systems for material handling, people moving, and mining applications. They are the largest supplier of digital drive systems for industrial cranes and hoists in the US, and the world's largest independent builder of digital motion control systems for elevators. The company is based the United States with offices in Canada and the United Kingdom.

Situation description

The technical and field support team for Magnetek provides the first point of contact for after-market customer support by handling requests for technical support, returns, credits and more. They help solve problems for customers about their overhead cranes, drives, and radio controls in real-time by working on-site or remotely by phone. The team of ten handles more than 500 calls every week in addition to traveling for in-field service calls and other responsibilities.

"Everyone could be scattered at times doing something for their job. It might be that there's no one to answer the phone immediately. We didn't want customers to call and have it ring it 6 times and hang up feeling frustrated."

Challenges under the old system

In the past, the team used a VoIP resource group to handle incoming phone calls. This provided a high-quality call experience however, its call management structure did not complement the job-driven nature of the support technicians' work, which requires them to step away from their phones or unplug from the call queue in order to solve problems.

- **Call and hang up, call and hang up:** In the midst of providing phone support, support technicians process returns, create repair requests, return customer emails, and hunt down required parts or answers. At any one time, a support technician might be unable to answer the phone for any number of job-related reasons. Under the resource group, a customer would call into the helpdesk and all of the support technicians' phones would ring which left it up to the team to decide who would answer. Not only did this create an environment of phones ringing all day long, but it required negotiation between the technicians for nearly every call. Sometimes, no one would be available to answer the call because they were already on the phone or assisting other customers, so customers would hang up and call other departments to ask for help getting in touch with the tech support team.
- **Tedious tasks in CRM:** Magnetek uses Microsoft Dynamics CRM to manage customer information. Under the old call system, technicians had to access the customer account manually after the call

started and then attach any emails they sent or follow up calls they made by hand.
- **Tied to IT:** The IT department owned and managed administration of the resource group. If the team wanted to run a report on the service calls they had to ask IT for help.
- **Clunky processes:** Limited functionality of the resource group put the burden of the work on the technicians. There was no real process flow for the team's work; they were logged into the resource group or not. Similarly, the after-hours technician had to manually enter his number into a web link to route the calls to his phone. If he was backed up on phone calls, there was no automatic overflow option for after-hours calls. It was up to him to call the secondary technician for assistance.

Magnetek chose ice Contact Center built on Skype for Business

The ice Contact Center by ComputerTalk and built on Skype for Business provided a great solution to the technical and field support team's challenges while working within their existing skill sets and systems.

When it came to the implementation process, Jacob Thornberry, the Administrator of the Network and Endpoint, Information Services for Magnetek, chose to undergo a voluntary upgrade from Lync 2013 to Skype for Business 2015. The only required activity for deployment, however, involved spinning up a new VM on the server side. "The implementation phase was

"We needed to alleviate the big bottle neck first and foremost and change the culture of 'call and hang up, call and hang up.' We needed our customers to know that when they called they were going to get the next person available."

seamless and didn't require any extra work from my team," Thornberry said.

The teams at Magnetek worked with the ice team at ComputerTalk to lay out process specifications which ComputerTalk built and the technical and field support team members spent a few months testing the system during their free time. "As soon as we said the system works great, we were up and live within a week or two and we never had to go back," Goodwill explained.

Magnetek used ice Contact Center to build a new culture of call

The ice Contact Center doesn't just change the way team members take calls, it's transformed their customers' helpdesk experience, delivered on the company's commitment to providing excellent customer service and opened new opportunities for improvement.

The new call culture instills peace of mind for customers

When a customer called under the old system, the phone would ring until a technician answered it, or it went to voicemail where someone would need to find the message and manually enter it in the call queue, or the customer simply hung up. With the ice Contact Center today, customers now have the option of leaving a message, which holds their place in the line so the next technician available will call them back.

The 24-hour support from knowledgeable technicians provides a distinct value-add Magnetek offers to customers. "The ice Contact Center really gave our team the ability to step up

and respond to our customers more timely and give them a peace of mind. Now we get a lot fewer frantic phone calls, and we don't see other departments coming down asking why is no one answering," Goodwill explained. "You can't measure the confidence customers have in our name, in our brand, and in our team now because they know they're going to get taken care of."

The call room isn't overrun by the sound of ringing phones

The technical and field support room is not constantly bombarded by every call ringing into every desk anymore. Instead, ice handles which calls are directed to which desks, one at a time.

"The beauty is you're not listening to everyone's phones ringing every day," Goodwill said, "Now every call goes to someone who's ready and who can answer it."

Support technicians prioritize their tasks based on real-time information

Unlike the resource group, which required users to either be fully logged in or not, the ice Contact Center allows a technician, team supervisor, or tier 2 team to easily enter and leave the phone queue from anywhere as it suits their workload.

The team's technician in Canada can watch the ice bar to see how many calls are in the queue and answer when the backlog reaches a certain threshold. Now they can support the call desk from the other side of the world as well as the other side of the room.

Support technicians no longer have to negotiate tasks between them to decide who answers

which call. By monitoring the call flow in real time, they can make informed decisions about when to step in and when to stay on task knowing the customer always has the option to leave a voice message or request a call back, which holds their position in the call queue.

Automatic CRM integration simplifies call workflow

Magnetek uses Office 365 across the company. Recently, they moved to Dynamics for their CRM. Along with their new contact center deployment, Goodwill connected ice to Dynamics to create a workflow process that improved productivity for service team members.

Today, when a customer calls in, a ticket is automatically generated in Dynamics, and any emails sent from Office 365 are automatically visible in the CRM notes. This gives the team a central repository that keeps customer communication organized.

Call-flow customization options improve internal processes

Overtime, Magnetek's processes had evolved to work around their technology. Instead of replicating this outdated workflow in their new system, Goodwill and her team used their move to ice to reimagine the way they wanted the call center to run and design a new process. In addition to complementing the natural way the support technicians' work, ice also enables the team to own and control their own system changes. Through a matter of clicks in the admin portal the team manager can make any process modifications the team wants to continuously refine their workflow.

Mangers can own all the administrative tasks

For Thornberry and his IT team, "ice has not added much work on my end. From an admin side of things, it is completely hands off for us. I've never seen the admin console because I've never had to be in there."

The ice admin portal makes it easy for the teams to handle administration themselves. From new user set-up, to call diagnostics, to on-call attendant management and more, the team manager and her technician have control of their system and IT is minimally involved. Goodwill explains the set-up for a new technician, "I can add a new user from my desk in 10 minutes as long as I have a license."

Enhanced capabilities with ice open new possibilities

Call reports or metrics were not readily available under the old system and whatever rudimentary numbers were available were very seldom used because they were too hard to find and did not lead to meaningful insights. The ice Contact Center built on Skype for Business now allows the team supervisor to easily access call reports, dashboards and analytics as well as call recording and diagnostics. This functionality opens up new possibilities that Goodwill feels are likely to lead to new opportunities and improvements;

> "We are working on using reporting analytics capabilities to figure out reporting as well as who's doing what. More than anything, ice analytics gave us a way to start tracking good metrics for down the road to see who is

> "We brought in ice knowing we could connect with our CRM. Building something that truly integrated the CRM and contact center sounded nice in theory but it is even better in practice."

"One of the things we really liked about ice is the expansion capabilities. We're only using certain things right now, but in the future we can use the caller surveys, social media or email management. We left that as room to grow."

spending their time doing what, whether or not we need to rearrange some duties or give some of the call duties back to the supervisor and director. We are still developing what type of metrics we need because we didn't have the variety and type of data we do now and we have access to all of it ourselves," Goodwill explained.

Other departments see the value and ask for ice Contact Center

Goodwill and Thornberry are both pleased with their move to ice Contact Center on Skype for Business. They are excited about the benefits

they have already seen for their team as well as what the can do to deepen the productivity benefits and continue to improve their business going forward.

Today, other departments who have seen the technical and field support team's success are asking how they can take advantage of ice Contact Center also. Goodwill says, "The elevator service team is testing ice out now and the customer service and sales teams are looking at going with ice as well. Now that everyone sees what it can do, everyone else wants in on it too."

To learn more about the ice contact center by ComputerTalk, visit:
http://www.computer-talk.com/enterprise-products/ice-contact-center