



Application Story

BasicPhone Inc.

BasicPhone Inc. Boosts Customer Service Quality with Secure Instant Messaging

Enterprise Instant Messaging (EIM) has evolved over the past several years to become an essential communication system for companies in many industries, schools and government agencies. Healthcare, finance and banking, legal, telecommunications, government agencies and educational organizations have all found the EIM can be tailored to fit their specific needs for communicating in real time. The corporate call center is one such environment well-suited for EIM. More specifically, EIM has become an essential component of the call center IT infrastructure that is inherently designed to improve the quality of customer care.

Companies that have purchased and deployed secure instant messaging solutions throughout their customer service departments and back-office operations realize there is no going back to the days prior to the advent of instant messaging technology. Customer service representatives (CSRs) can now use both the phone and the standard PC to service more customers in less time. The results have been nothing but positive – companies are able to keep the customers they have happy and win new customers as a result of their reputation for providing excellent service. BasicPhone Inc., headquartered in Orange, Texas, is one such company that has found instant messaging to be a key part of their successful customer service processes and policies. Founded in 1996, BasicPhone Inc. provides long distance and residential phone service in 12 states.

After researching available enterprise instant messaging offerings, BasicPhone Inc. tested several competitive products and chose WiredRed's e/pop because of its flexibility and central management capabilities. Currently, all BasicPhone Inc. employees are using e/pop for general communications. BasicPhone Inc.'s 22 dedicated CSRs are using e/pop to help customers with questions regarding billing, repair, sales, service and general information. More importantly, because the e/pop presence system allows employees to see who is online and available immediately, CSRs can chat with a manager, for example, to solve a customer's problem while they are still on the phone. This decreases the need to call the customer back for problem resolution and less time is spent on the call overall.

Problem:

- Headquarters staff divided between two buildings inhibited intra-departmental communications

Solution:

- e/pop Professional, a secure instant messaging, presence and real time communications software for business

Business & IT Benefits:

- Presence enables employees in separate buildings to know who is available immediately
- Customer service personnel uses both phone and PC to service more customers in less time

To achieve the ability to communicate instantaneously is an enormous feat for BasicPhone Inc. given the physical layout of the company's headquarters. Employees are divided between two separate buildings. The customer service department, located in one building, can communicate with the order processing, data entry, disconnect and accounts receivable departments located in the other building immediately. e/pop's presence component makes it possible for all employees to know who is available and online without being in the same physical location and without having to pick up the phone or running to the building next door. It not only increases the efficiency of communications, but it fosters and increases the cohesiveness of the teamwork environment because of the ability to respond faster to coworkers about customer-related problems and issues.

"While the number one benefit of using enterprise instant messaging is the ability to service customers better and faster, we've found that the technology helps the entire company to function and work as a team. The results have been incredible. All employees feel empowered to do their best to help the customer with the support from all department personnel," said Chad Kibodeaux, sales and marketing director at BasicPhone Inc.

James Bourgeois, the system administrator for BasicPhone Inc., was responsible for testing and choosing the right enterprise IM solution.

"After testing several products, we chose e/pop for its flexibility and ability to send messages to one person or a group of people at the same time. Also, from my perspective the central management capabilities found in e/pop make my job a lot easier."

"The lock down feature is extremely important. There is no way that the e/pop application can be exited or deleted and only the specific features I've chosen are available. More importantly, you don't have to be computer savvy at all to use e/pop. It is extremely intuitive so our employees needed little or no training to use it," adds Bourgeois.

While increased productivity and better customer service are the result of using enterprise IM technology, e/pop has become a tool that BasicPhone Inc. relies upon daily. From the company president down to the front line employees it has become as much of a necessity as the telephone.

"This is a highly competitive industry. Whoever wins the customer service battle wins the business. We believe e/pop pays for itself with the speed of service it allows us to provide. BasicPhone Inc. strives to offer the best customer service we can and we are convinced we can't meet our quality of service objectives without e/pop," explains Kibodeaux.

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