



Customer Profile: Home Warranty of America

TeleVantage Helps an Insurance Company to Achieve Growth in both Productivity and Sales

Home Warranty of America (HWA), based in Buffalo Grove, Illinois, is a leading provider of home warranty insurance,

Problem

helping homeowners nationwide avoid the high costs of home and appliance repairs with quality coverage and

- Home Warranty of America had an outdated legacy phone system that could not keep pace with business needs or accommodate new technology. When a problem occurs with a covered appliance or mechanical system, such as an air conditioning unit, the homeowner deserves to have the problem resolved in a timely and efficient manner. In order to expedite repairs and foster their burgeoning business, HWA needed to streamline the claims process while keeping their customers and clients satisfied. Yet the existing legacy phone system was not providing reliable and efficient service, which resulted in excessive work over-load for claims representatives that negatively impacted employee morale. Furthermore, no routing was available to distinguish the thousand daily incoming calls by specific business area, so calls for claim processing, customer service, new sales, and vendor requests were grouped together in the same queue, generating confusion and inefficiencies.
- The existing system's limited queuing, call routing and call handling capabilities were hindering office productivity and thwarting employee morale.
- Management needed better tracking and reporting capabilities to understand call patterns and improve staffing.

Solution

- Home Warranty of America chose TeleVantage, a software-based phone system, as to accommodate a heavy, growing call volume with efficiency.
- TeleVantage provided Home Warranty of America with the robust features needed in a single, cost-effective, flexible package.
- The system's reporting capabilities enabled the company to quickly identify call patterns and trace calls to specific functions.

Result

- The advanced call handling capabilities of TeleVantage improved employee productivity by 30%.
- The company was able to save \$5,000 annually by eliminating their dependency on an outside service vendor for routine system maintenance.
- Home Warranty of American can directly link sales growth and customer acquisition to the system's comprehensive tracking and reporting capabilities.

Open-System Architecture Provides the Best Value

Marc Roth, HWA's president, recognizing that his phone system was hampering sales and productivity, carefully compared several new systems before choosing TeleVantage, Vertical's software-base PBX. "Our old system had 1/50th of the capabilities of TeleVantage," raves Roth. The open-system architecture, ease of use and wealth of intelligent features included in the base price impressed Roth, "That's what put it over the top."

Roth found that the other systems required additional proprietary modules or custom development to equal the functionality that was inherent in TeleVantage, which would have resulted in an overall higher cost. "To get everything that I wanted from another manufacturer would have cost twice as much," states Roth. Furthermore, alternative options would have required that HWA be locked into a proprietary solution with a dependency on a single vendor. This is in sheer contrast to the open architecture of TeleVantage, which enables the system to easily adapt to new requirements as HWA grows, so that the company's investment will not become obsolete over time.



With TeleVantage, Roth estimates that HWA saved at least \$30,000 in the initial investment, and will realize additional on-going savings as the business grows due to the system's scalability and flexibility to use any handsets and telephone accessories.

Easy to Use and Maintain

The intuitive, Windows-based graphical interface provides both the staff and the administrator with many reasons to praise the system. With TeleVantage, listening to voice mail, transferring calls, establishing conference calls, and recording calls are easily done with a simple point-and-click. "The staff can't live without it," notes Roth.

TeleVantage also provides onscreen access to all system administration functions from any PC on the network. "The old system had to be programmed by someone with serious technical training," states Roth. Now with TeleVantage, modifications to extensions, queues, and auto attendants are easily performed in-house, eliminating the dependency on an outside service technician and saving the company over \$5,000 per year in maintenance fees.

The 3 Rs - Routing, Reporting and Recording – Increase Productivity

The flexibility to set up multiple queues and route calls to the appropriate department were key requirements for HWA's new phone system. The old system was extremely rigid and didn't allow HWA to manage calls effectively, "It drove me crazy, it drove my people crazy," comments Roth.

With TeleVantage, Roth easily set up individual queues for each of HWA's specific areas of discipline so that calls are routed to the appropriate person. He also established tier-based queues to accommodate rollover to other staff during peak times. With the efficient distribution of calls, "TeleVantage has increased our productivity by 30%, maybe even more," says Roth.

Another extremely valuable facet of TeleVantage is the system's comprehensive reporting capabilities. The ability to track and analyze HWA's call data enables Roth to know his business better. "It has already exceeded my expectations and I just started," praises Roth. The ability to monitor the queues in real-time enables Roth to make adjustments on the fly as needed, as he knows instantly

who is available, what the average wait time is, how many calls are coming in, etc. This is information that is key to successfully managing his company. "It also allows us to understand our strengths and weaknesses by utilizing reports to determine how to better route calls and allocate resources."

The ability to accurately track call patterns, choose distribution patterns and customize reports further promotes HWA's sales efforts. "TeleVantage helped us win a new client because we were able to demonstrate that they could have input into how calls are routed as well as how reports support what we are doing for them. They loved how they can actually choose which customer service people they like better because they can see the statistics."

The recording, coaching and monitoring capabilities of TeleVantage have become indispensable tools for Roth, allowing him to train new claim representatives or help in a difficult situation. "When we have a situation that an agent is unable to handle, a manager can pitch in or have the call passed to whomever is better qualified," notes Roth. Additionally, HWA uses random call recording to help train new representatives as well as keep veteran staff up to par. "You don't know how much you have until you use it."

Future Plans to Meet Evolving Business Needs

Roth already sees how TeleVantage can further improve his business. Taking advantage of the open architecture, Roth plans to integrate TeleVantage with HWA's internal databases to further increase productivity and efficiency. "The open platform allows us to think about future expansion and customizations," notes Roth.

In addition, Roth has plans to leverage the Voice over IP capabilities of TeleVantage to unite a geographically disperse sales force, giving them the same access as his corporate employees. The remote accessibility will also enable staff to work from home and be available for emergency calls during non-business hours. This will enable HWA to expand their call center capacity and add another facet to the quality service they can deliver to their customers while controlling hiring costs. "We made an excellent decision in choosing TeleVantage. I highly recommend it!"

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*Marc Roth
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