

Our Solution Helps 1-800-Flowers Gift Advisors Generate More Revenue



THE OBJECTIVE: Streamline the Call Center to Enable Agents to Focus on Revenue Generation

1-800-FLOWERS.COM is a success story built on great marketing and superior customer service. From its beginnings in 1976 as a single flower shop in New York City, the company has blossomed into one of the nation's leading gift retailers, providing customers with a variety of convenient ways to order flowers and gifts for just about anyone, almost anywhere in the world. 1-800-FLOWERS.COM has succeeded because it understands the importance of delivering on the promises it makes to its customer and backing them by delivering a personalized customer experience.

Running an efficient and highly skilled call center is a challenge for any company, particularly one with seasonal call volume spikes. Thanksgiving, Christmas, Valentine's Day and Mother's Day can mean more than 10 times the normal call volume, requiring 1-800-FLOWERS.COM to nearly double its staff. Not only is it important for customers to reach 1-800-FLOWERS.COM agents in a timely manner, but they also must be connected with gift advisors who have the skills to answer their specific questions.

As 1-800-FLOWERS.COM has expanded its inventory beyond bouquets to add candy, teddy bears, baskets and more, the company has become one of the leading destinations for anyone looking for the perfect gift. That has meant even more calls coming in that require the expertise and customer-focused attention for which 1-800-FLOWERS.COM has become known.

1-800-FLOWERS.COM works with a network of independent florists and gift companies to make the fulfillment process as simple and efficient as possible. One challenge was occurring when customers called to check on order status. 1-800-FLOWERS.COM associates were spending time looking up these orders and helping customers understand when their orders were or would be delivered. This, however, was time that could have been spent helping potential customers place new orders.

1-800-FLOWERS.COM needed a solution that it could implement quickly. The holiday shopping season was rapidly approaching, and it was time to start ramping up call center staff. 1-800-FLOWERS.COM had neither the time nor experience to implement an order status system that would meet and exceed its customer's expectations in time for the holidays.

As a result, the company turned to the one provider with the proven experience and expertise to meet its needs: West Interactive.

THE WEST INTERACTIVE SOLUTION:

Voice Self-Service for Order Tracking

West Interactive deployed an order tracking speech application solution that enables 1-800-FLOWERS.COM to divert its non-revenue-generating calls from its call center. The solution allows the company's gift advisors to spend more time on revenue-generating activities and reduces the overall cost-per-call for order status. More importantly, the voice self-service order application enables customers to quickly and efficiently access information about the status of their orders 24x7.

Business Benefits

- The solution answers more than 30,000 calls a month, and the average call length is one minute — a significant improvement over the previous solution.
- Gift advisors spend more time on revenue-generating activities.
- Customers can quickly access information about their orders 24x7.
- Hosted solution required no capital investment and was up and running in just six weeks.

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With West Interactive's managed service solution, 1-800-FLOWERS.COM implemented voice self-service without making the capital investment in an on-premise solution. It would be costly and time prohibitive for 1-800-FLOWERS.COM to develop its own fully scalable solution that could handle holiday peaks. West Interactive's expertise allowed 1-800-FLOWERS.COM to have a fully functioning and scalable order status application up and running in just six weeks — with plenty of time to spare before the holiday shopping rush. The same solution would have taken months to deploy on-premise, in addition to the staff that would need to be hired and trained to maintain the system.

Moreover, the solution was fully integrated into 1-800-FLOWERS.COM's existing telephony infrastructure built on the Genesys Framework and Network Routing solution. Deployed on the Genesys Voice Portal, West Interactive's solution is a standards-based application written in VoiceXML and fully integrated with the Genesys CTI. This means that if a caller tells the voice self-service solution all order information but still opts to speak with a live agent, then the 1-800-FLOWERS.COM gift advisor receives a screen pop with the caller's information. This alleviates customer frustration from repeating information and reduces overall call times.

THE RESULTS:

An Efficient Call Center That Maximizes Resources and Allows for Focus on Business Growth

1-800-FLOWERS.COM knows the key to continued success in a highly competitive marketplace is exceptional customer service. By implementing West Interactive's voice self-service order status solution, customers no longer have to wait on hold to get the most up-to-date status of their deliveries.

The solution currently answers well over 30,000 calls a month, and the average length of a call is one minute — a significant reduction from previous live-agent order status requests. By choosing West Interactive's hosted solution, 1-800-FLOWERS.COM is always assured that it is running the most state-of-the-art speech recognition technology with a highly skilled and experienced partner.

Equally important, 1-800-FLOWERS.COM's gift advisors can spend more time on revenue-generating calls helping customers choose the perfect gift for any occasion. They can give more personalized service and callers' overall wait times to speak with a live agent are significantly reduced.

By maximizing the use of labor and resources while continuing to provide excellent customer service, 1-800-FLOWERS.COM can now focus on making more sales and building customer loyalty.

WEST INTERACTIVE CORPORATION:

Leading the Way in Contact Center Transmission

West Interactive is a global leader for delivering enterprise contact center transformation. For more than 25 years, West Interactive's relentless innovation of global, multimedia customer contact solutions has made us the partner of choice for many of the world's most trusted brands. Our unified contact technologies power more meaningful and profitable relationships by enabling our clients to know, serve and engage their customers. West Interactive, a subsidiary of West Corporation, is located in Omaha, Neb., and serves Fortune 1000 clients in nearly every vertical market.



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