

Strata CIX VoIP Business Communication System

Toshiba Helps PrintingForLess.com Keep the Presses Rolling Along



PrintingForLess.com TSR Meggan Carrigg Davidson uses Toshiba's NetPhone to help provide exceptional customer service.



From left, Ray Mosness of ABTelcom, together with *PrintingForLess.com* CEO Andrew Field and IT team Courtney Bauman and Mark Currence, created a Toshiba Strata CIX IP communication system that helped reduce new customer acquisition costs by 40 percent.



Ray Mosness of ABTelcom (left) worked with *PrintingForLess.com* CEO Andrew Field to meet the objective of creating a 100 percent IP-based communication system with an integrated IP call center.

Photo Credit: Larry Stanley Photography

The Number 1 online commercial printing company, PrintingForLess.com prints thousands of brochures, newsletters, stationery, catalogs, and more for customers across the United States. PrintingForLess.com, dubbed "America's Print Shop," thrives on the leading edge of the offset printing industry by leveraging technology to optimize the customer experience.

Founded in 1996, the Livingston, Mont.-based company inks its deals over the telephone and via its award-winning website. The company recently won an American Business Award for Best Customer Service Organization for Business Services. Its president and CEO, Andrew Field, was recognized both as Montana's Small Business Person of the Year for 2006 and by President Bush as the runner up for the top entrepreneur nationally at the Small Business Week conference.

PrintingForLess.com provides a fun-loving, ergonomic work environment where technical service representatives (TSRs) sit on giant rubber balls, visit their kids in the on-site childcare center, and take turns bringing their dogs to work.

With an eye for creative systems, the PrintingForLess.com team demands no less of its vendors, requiring creative, flexible and business-savvy solutions. So when it was time for a new business communication solution, they turned to Toshiba and Authorized Toshiba Dealer ABTelcom Inc. of Billings, Mont.

Mission: Create a 100 Percent VoIP-Based Solution

PrintingForLess.com's network administrator Mark Currence and web programmer Courtney Bauman chose ABTelcom for a Toshiba system offering the latest in Voice over IP technology. "Our primary objective was to move to an all IP solution that would maximize our customer service by having every possible call answered by a live TSR," Currence said.

The system also had to tie into the customer database and bring customer history and data to the TSR as a "screen pop" on the computer screen as the call was being answered. They also wanted to be able to see the status of incoming calls and agent availability.

Solution: Toshiba's VoIP System With IP Call Center

To meet *PrintingForLess.com's* goals, Ray Mosness, president of ABTelcom, recommended the Toshiba Strata CIX670 IP business communication system with Strata ACD call center application, Strata Media Application Server (MAS), and Toshiba desktop IP telephones as well as NetPhone IP softphones that work on the TSR's computers. The system currently has 125 lines, of which 120 are IP lines, and has plans to expand to 350 lines.

Mosness said, "Together with Mark and Courtney, we designed a creative and flexible system that ties into their internal database and brings a 'screen pop' containing customer history to the TSRs as they answer each call. Mark and Courtney used NetPhone to create buttons that list the various teams to help manage the call flow. This ties into the company's agent status system.

Bauman said, "We've set up the system to enable as many calls as possible to go to the TSR team responsible for that account and the TSR with highest agent priority for that week. Having a live person answer, rather than an automated attendant, helps differentiate us as customer service experts."

Result #1

Result #1: Toshiba Helps Give Customers the “Personal Touch”

When a call comes in, the caller ID automatically routes that call to the three-person TSR team to whom the customer is assigned, or if they are busy, to the “quad,” made of four TSR teams and other reps on an overflow system. Incoming calls from unidentified phone numbers are routed to the NetPhone of the most appropriate TSR based on both ACD status and team workload information pulled from their database system. As the call comes in, a screen pop instantly provides the customer’s information, including order history and pending orders. Whether the call comes in to the team’s direct dial extension or via the main 800 number, the system routes the calls first to each customer’s dedicated TSR team.

Bauman explained, “By setting up the calls to route through all 12 people in a quad, we greatly increased the chances that the customer will get a live answer, meeting one of our primary goals.”

Result #2

Result #2: Toshiba’s eManager Lets PrintingForLess.com Manage the System

“With Toshiba’s eManager, we can manage the system ourselves. We are able to do our own adds, moves, and changes, providing a significant savings in both time and cost,” Bauman said. “It’s very convenient that the Strata CIX has a Web interface. If there is a problem, I can use eManager and immediately make changes. Toshiba has brought together the best of IP and Voice in a solid solution.”

Result #3

Result #3: Toshiba Strata CIX Enables Effective Team Management

Since most of the customer service for the printing jobs is done by telephone, it’s important that the quad teams are managed effectively. The Strata ACD’s reporting capabilities can help manage current call flow, review past call flow, predict busy periods, and staff accordingly. But it’s not just about call flow. They also appreciate the system’s ability to do conference calls on the fly for up to eight participants and save on outside conference calling costs.

Result #4

Result #4: Flexible System Lets Them Create Their Own Solutions

The Toshiba Strata CIX is a flexible system that lets PrintingForLess.com create unique solutions. For example, voice mail is rarely used, but when it is used, Currence and Bauman have created a smart solution to make sure the calls are returned quickly. Currence explained, “We have a dot net service that monitors the call logs on the Strata MAS and triggers a ‘voice mail waiting’ light on TSR’s dashboards. They simply cannot miss it since it’s on the dashboard with all their other workload tasks.”

Bottom Line: Print This! 40 Percent Reduction in New Customer Acquisition Costs

PrintingForLess.com received many benefits with its Toshiba Strata CIX, including a 40 percent reduction in new customer acquisition costs and a significant increase in overall sales, attributable to calls going directly to the assigned TSR and being answered live. The Strata CIX also helped reduce overhead costs by eliminating the round robin on the 800 number. Not having to use outside conference call services also resulted in savings.

Overall, the biggest gain for PrintingForLess.com has been the improvement in customer service. “Calls going to voicemail during business hours have been markedly reduced, while call traffic has been more evenly and intelligently distributed among the TSR group,” Currence said. “With the voice solution from Toshiba and AB Telcom, we are now better equipped to meet our goal of having a live expert answer every call to provide extreme customer service.”

