

PFSweb Leverages Qfiniti Technology to Boost Performance and Popularity of Quality Monitoring Program

Overview

PFSweb (www.pfsweb.com) is a supply chain and contact center outsourcing partner supporting global brands like IBM, HP, Nokia, Raytheon Aircraft Company, CHiA'SSO, Smithsonian Business Ventures, Xerox, ROOTS, Flavia (a division of Mars, Inc.), and many others.

The company has an extensive offering of world-class logistics, fulfillment, customer care and a leading-edge technology infrastructure that can be leveraged to create unique, client-specific business solutions. PFSweb's client list illustrates experience in providing proven outsourcing solutions that support Fortune 1000 and leading brand name organizations that fall into a wide array of industry segments, from manufacturers to multi-channel direct marketers.

PFSweb has been an etalk customer for more than 20 years. As further evidence of its dedication to customer service, PFSweb was recognized in 2003 by the University of Michigan Business School's American Customer Satisfaction Index (ACSI) which scored the contact center at an 89 of 100 possible points.

Business Challenges

Of PFSweb's 40+ customers, many also utilize the company's contact center services. Because of this, PFSweb is entrusted with maintaining the brand integrity of leading multinational organizations – no small responsibility for a contact center whose agent base has grown by 44 percent in only three years.

Supporting these premier brands requires top-notch performance within the contact center. Sustaining this tremendous growth requires an efficient evaluation process that immediately addresses performance issues, identifies training opportunities and consistently reaches for even higher Quality Assurance scores.

Recommended Solutions

PFSweb began a marketing push of its contact center services about one year ago and has increased the number of call center-only accounts. In addition, the company has also added to its portfolio of services, including outbound calling and Level I and Level II technical support. The result was a sharp increase in demand and call volume.

PFSweb recently upgraded to etalk's Qfiniti Observe for quality monitoring and Qfiniti Advise for agent evaluation. Within two months, the company realized measurable results.

"It helps our clients to be able to use us as a one-stop-shop. That's why we had to look at upgrading our technology with etalk," said Albert Cooksey, Director of Customer Service Operations with PFSweb.

Results – Immediate Return on Investment

The upgrade to Qfiniti technology has resulted in an immediate return on investment for PFSweb, by adding features to the contact center and adding new services that it can offer to its customer base.

Quick and Efficient Call Classification

The Quality Assurance team listens to 5-6 percent of phone calls that come in to the contact center. In order to deliver relevant calls for monitoring, each call is classified according to type (sales, customer satisfaction, escalated, WOW, etc). This aids in identifying new revenue opportunities and executing customers' product promotions. With Call Classification, the Quality team is not encumbered with filtering through thousands of irrelevant calls, and neither are PFSweb customers who monitor as well.

"We have to run a lean ship. Because voice files are sorted correctly, I don't have to add Quality personnel because our department is now able to scan, review and grade voice files in a much more efficient way. The categorization helps us grade much more quickly and efficiently," said Rhonda Chatman, Quality Assurance and Training Manager for PFSweb.

Reduced Call Handling Time

Data screen capture enables PFSweb to accomplish a number of goals:

- Identify training opportunities
- Create shortcuts for agents to lower talk time
- Identify fraudulent or unproductive behaviors
- Check accuracy of data entry, such as shipping and billing information

The lower talk time has already impacted one PFSweb customer, whose average handle time has now been reduced by a full minute.

"We have eight applications running on the floor," Cooksey explained. "In our business, it is imperative that we are able to assess where potential issues within our call center are and then quickly fix the problem. For example, is the agent struggling with call content or with desktop navigation? We must learn what is keeping them from meeting our internal metrics in order to prevent revenue loss. The screen and voice capture technology has helped tremendously, which is why we can cut a minute off talk time in a matter of months."

Robust Reporting Reduces Analysis Time

"We have a slogan here, '100% every day,'" Chatman said. "We need all our reps to score 90 percent and above. A score that is lower than 90 percent is not considered to be a passing score. With the robust reporting capabilities that etalk provides, we're able to find out why we're not hitting our target and address it immediately."

etalk's Qfiniti reporting tools allow PFSweb to conduct trend analysis, identify top performers and maintain contractual compliance. Chatman said that before the Qfiniti upgrade, PFSweb was devoting eight hours a day to compiling reports. That time has been cut to a mere two hours.

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Rhonda Chatman, Quality Assurance/ Manager, PFSweb

Leveraging Technology to Boost the Quality Assurance Profile with Agents

PFSweb has had much success with its Quality Assurance program, in part because the company leverages the quality monitoring and agent evaluation data to meet performance objectives and also because the company has launched a full-fledged campaign to gather agent buy-in to the Quality Assurance program. “The Quality department has traditionally been viewed as the police, and we are really trying to combat that,” Chatman said.

The success of PFSweb’s Quality Assurance program is evident in its continued dedication to leveraging technology and positive reinforcement of exemplary customer service behaviors. etalk’s Qfiniti Observe and Qfiniti Advise continue to assist PFSweb in achieving outstanding customer service.

**“There’s no question that the Qfiniti solutions
have helped us build a much more robust
Quality Assurance program.”**

Albert Cooksey,
Director of Customer Service Operations, PFSweb