

Milacron Expands Use of Synchrony™ After Call Response Improves 73%

Goal

- Manage incoming calls in order to better serve customers by leveling the amount of calls handled by agents.
- Measure call volumes to effectively manage operational efficiency.
- Determine agent best practices to provide a consistent customer experience across all channels.
- Improve the help desk's ability to support overflow calls.

Challenge

Milacron's Field Service Group needed a better way of handling customer service and warranty calls and tracking sales volumes. Its data gathering and customer responses were inconsistent and erratic leading to less than desirable customer service and an inability to effectively measure productivity.

Solution

Milacron's Field Service Group implemented Synchrony Inbound to handle its call management including intelligent routing and Synchrony's Universal View for customer information management.

Key Synchrony Benefits

- Significantly improved the ability to effectively manage incoming calls to the field services force by intelligently routing calls to the proper region.
- Leveled the amount of calls handled among agents to decrease overflow in the call center.
- Enabled Milacron to measure and track customer interactions and transactions for improved productivity and reporting.
- Improved customer-service levels using the Universal View functionality by displaying relevant customer data from multiple front- and back-end systems in a single view, including customer history, transactions, order information, problem tickets, and more.



Situation

Milacron is a global leader in plastics processing and metalworking technology. From automobiles and appliances to milk jugs and toothbrushes, Milacron's technologies help leading companies manufacture the world's favorite products. They strive to be the one-stop supplier of choice for the needs of plastics processors.

Milacron selected Cincom's Synchrony customer experience management solution to improve how it manages field service representatives who are installing and repairing plastics machinery across the country.

This was Milacron's second deployment of Synchrony.

Milacron's Servtek division – consisting of inventory planning, warehousing, and shipping – used Synchrony to improve call response times by 73%.

"We were very impressed with Synchrony's ability to integrate to our current operating system. Their superior product offering made it possible to justify the Synchrony solution over anyone else."

- Steve Hayden, Servtek Business Unit Manager

Phase I – Servtek Seeks CRM

Milacron's Servtek group consists of an inventory-planning group, a warehouse center, and a shipping group – all devoted to accommodating customers' replacement and warranty parts orders for the plastics-processing machines that Milacron manufactures.

Before implementing Synchrony, Servtek was operating on an internally constructed CRM tool. The system required each customer service agent to manually research each customer's history, leaving customers waiting for longer periods of time than desirable.

Since the technology could not tie together customer transactions and interactions, customer service agents could not summon complete customer histories. The internal system resulted in excessive customer hold times, high abandonment rates, minimal agent access to customer purchase/communication history, and a general inability to access information.

Synchrony was the only CRM that was capable of supplying Servtek with a universal queue that is capable of integrating all interaction channels – phone, e-mail, chat, and fax – into one unified desktop. The ability of Synchrony's software to provide such a robust solution was a key differentiator for Milacron, specifically the capability of running multiple campaigns on a single desktop. With the Synchrony solution, hold times and abandoned call rates were greatly reduced.

Synchrony Ensures Quality and Consistency

Synchrony's CRM solution offered Servtek several key benefits, including:

- Servtek agents have an immediate "screen pop" when a communication (phone, e-mail, chat, or fax) is routed to them. This enables them to access the entire customer history in a matter of seconds, including make, model, service history, and warranty data.
- Synchrony provides structure to captured data, providing more useful analytics. Most reports are customizable to provide individual users with tailored information.
- Milacron's contact center managers and agents can track the number of quotes converted to purchases and provide detailed reports on results.
- Servtek agents can use Synchrony to track each special-order item, and report on the order's status at any time, and within seconds.

Phase II – Milacron Field Services Finds Measure of Success

Recently Milacron's Field Services Group consolidated their call center regions from nine to four. Each region is responsible for handling customer data, product data, and order entry. Customers and service engineers are able to call in to place orders in the field.

At the time, the regional call centers were on different systems – some as old as 20 years – and had different methods for customers to contact the call center. They were unable to monitor calls or report call volumes. Most importantly, it was difficult to provide customers with an optimum response and a consistent experience across the different contact channels.

The Answer for the Second Time: Synchrony CRM – the Best Available Solution

Synchrony's customer experience management solution provides Milacron's Field Services Group with full contact center functionality including phone, e-mail, and web handling of all field calls. Its universal queuing and routing functionality ensures that calls go to the appropriate agents, resulting in improved productivity, cost savings, and operational efficiency. Additionally, Synchrony's CRM functionality seamlessly pulls information from Milacron's legacy systems into a single view that allows agents to be more efficient and effective when responding to customer requests. The ability to capture, track, and report on customer interactions, transactions, and activity was what Milacron needed to strengthen their Field Services Group's work processes and functions. Additionally, Synchrony Analytics provides the reporting tools required helping to ensure customer satisfaction.

Today, Milacron's Field Services agents are able to:

- Monitor and distribute customer calls to the proper regions or agents across all channels.
- Recognize callers by numbers and route them to the appropriate agent.
- Provide the agent with full customer history to assist in understanding the customer's needs and satisfying them quickly with the best solution.
- Generate call and volume reports on customer transactions and interactions.

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