MonaVie Boosts Call Center Productivity and Savings with ShoreTel Enterprise Contact Center

Fast-growing company MonaVie manufactures and markets nutritional beverages and supplements designed to help consumers promote healthier lifestyles and manage weight.

Health and wellness abound at MonaVie, a thriving young business labeled one of the fastest growing companies in the world. Established in 2005 and headquartered in South Jordan, Utah, with nearly 900 employees, MonaVie sells an extensive line of nutritional drinks, supplements and snacks designed to help consumers lose weight and promote healthier lifestyles. Their products are sold through a distributor sales model, in which independent distributors sell the product. In this way, communications is mission critical to keeping the company and its distributorship sales volumes healthy.

Challenged with Managing Business Growth

Business growth was quickly surpassing the company’s ability to promptly handle call traffic from distributors needing to order product, potential distributors requesting information, and general inquiries. MonaVie was challenged with staffing for this tremendous growth and could not hire and train agents fast enough. Also, since the telephones and communications tools were not fully integrated, this slowed the time for agents to complete calls and for other departments as well. To remain successful at fulfilling orders and expanding the business, MonaVie would need to deploy a unified communications solution that could rapidly scale to meet these demands.

“Our distributors are the lifeblood of how we do business. The exponential growth was threatening to overwhelm our phone system and call centers. There are a lot of systems that do SIP communications, a lot that do voice over IP but to be able to combine all those into an enterprise system which supports call centers and enables us to do our day-to-day jobs is not always the easiest solution to find,” says Nathan Brown, MonaVie’s telecommunications manager.
Searching for a Unified Communications Solution

To begin the search for cohesive enterprise-class IP communications, the MonaVie team launched a focused evaluation of potential telecommunications solutions. “From a business perspective, we were looking for streamlined integration of our tools and applications to boost productivity in the call centers, promote more customer outreach, and ultimately grow in a cost-efficient manner. From the technical side of things, that means unified integration of the phone system, contact center tools and key applications, including Microsoft Outlook and a customer in-house CRM program, and Citrix-based thin clients. It means scaling infrastructure with growth demands, simplifying administration across technologies and systems, being able to work with some of our existing resources, and lowering the total cost of ownership,” says Joel Lewis, the supervisor of MonaVie Contact Center Operations.

The team considered platforms from Avaya, Nortel and ShoreTel. “The reasons ShoreTel was so good for us were cost, architecture, and scalability. The ShoreTel solution was a third the cost of other systems, and had lower maintenance costs, too. The open standards architecture offered high availability, backwards compatibility for analog trunks, for working with analog lines, modems, faxes and the like; and an ease of implementation we’d not seen elsewhere. Its non-blocking memory makes ShoreTel very simple to add more sites or users, to scale without memory capacity issues or expensive add-ons. ShoreTel has it all,” explains MonaVie’s Brown.

Optimizing People and Information with ShoreTel

MonaVie selected a ShoreTel Unified Communications (UC) Solution based on ShoreTel ShoreTel IP Telephones and Enterprise Contact Center. ShoreTel Professional Services developed a custom application to enhance customer service. ShoreTel UC delivers a dynamic communications platform that helps MonaVie optimize its two most important assets—people and information.

ShoreTel’s open standards and APIs allow for straightforward integration so previously stand-alone functions can be centrally orchestrated through one highly available platform. The MonaVie team integrated Enterprise Contact Center with its custom-built CRM application, and the ShoreTel phones with Microsoft Outlook and email. Everything is now unified through the ShoreTel UC system for brilliantly simpler communications and ubiquitous productivity.

Implementing Enterprise Contact Center for Improved Performance

The company currently has two contact centers, the larger one in the United States, the other in Taiwan, and plan to roll out a third center in Korea in 2011. Incoming calls are predominantly from distributors ordering product and come into the centers from around the globe. Each week, MonaVie call center agents manage approximately 6,200 inbound calls via the center’s phone system, than 3,000 customer emails through Microsoft Outlook and hundreds of chat sessions.

The Enterprise Contact Center facilitates a communications gateway for both automation and attentiveness. Agents gain an arsenal of unified desktop productivity tools at their fingertips, with universal queuing and advanced call routing, with integrated directories, ticketing, email and voicemail features, and with simpler ways to manage call-related activities. For single call resolution, agents can instantly access voice, video and instant messaging (IM) sessions. From screen pops with detailed information to intuitive presence status, agents are able to dramatically reduce the service time per call.

Supervisors have access to real-time dashboards of what’s happening across the call centers, which in turn enables proactive responsiveness and real-time decision making. The various media types can be tracked and through a single and customizable reporting interface, or compared with historical information for trend analysis.
Outstanding Cost Savings and Productivity
Since deploying its ShoreTel solution, MonaVie has seen significant improvements in cost savings and productivity. Enterprise Contact Center has integrated chat and e-mail features that enables teams to handle calls, e-mails and chats. Because of these robust features, MonaVie was able to consolidate some of their call center teams. “Prior to integrating the call center, we had 150 agents at our high point to handle call volumes. Now we can manage the same level of traffic better and more efficiently with much less staff and with the integration of chat and email sessions. We’ve been able to reduce headcount and consequently staffing costs by $500,000 annually,” Lewis details.

Also, the company has initiated a very in-depth agent scorecard, with data aggregated from customer surveys and other contact center statistics collected through the Enterprise Contact Center reporting tools and built in Microsoft Excel. “This is a huge productivity benefit. Agents and supervisors can quickly understand and improve efficiencies related to call handling, training sessions, and customer satisfaction,” states Lewis.

One-Stop Solution for Innovative Call Center Implementation
“ShoreTel gives us a great one-stop solution to handle call center workflows, calls, chats and email. Now we have this everywhere, anywhere ability to integrate everything into the desktop toolbar—screen pops, caller ID confirmation and even birthday verification. We’re able to pop the distributor’s record based on the phone number calling in. Right there, we are able to shave 10 or 15 seconds off every single call. We have thousands of calls a week and more than 1.6 million calls per year—you can imagine the return on investment in labor costs for just this one little improvement. They make quite a big difference,” says Jake Larsen, Call Center Manager for Monavie.

MonaVie continues to enhance and make changes to improve their customer’s experience. The remote workforce initiative MonaVie implemented in 2010 is in full swing, with 80 percent of call center employees now working from home. In addition, MonaVie is using ShoreTel Enterprise Contact center to make automated outbound calls to customers who may have a credit card which showed as declined or expired during processing. MonaVie also uses ShoreTel Enterprise Contact Center to do customer surveys. “We have been able to run our customer satisfaction survey through the Enterprise Contact Center and it is integrated with the interactive voice response scripting tool. Callers are prompted, before being connected to an agent, to participate in the survey. If they agree, then a few minutes after the call is completed, they receive an automated outbound call with ten survey questions,” Lewis furthers.

“One of my favorite features is Virtual Hold which lets callers who are waiting for an agent opt for a call back. This enables the caller to retain their place in the queue without having to wait on the phone,” explains Lewis.

“ShoreTel has been far and away the easiest system to deploy, the most cost-effective to maintain, and has really helped MonaVie manage growth with scalable, simple architecture and tools.” concludes Brown.
About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can’t match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com