

# ACTIVE'S CALL CENTERS: EXCEEDING STANDARDS FOR CUSTOMER SERVICE QUALITY

How using workforce optimization software has helped ACTIVE lead the way in quality assurance and call center productivity.

ACTIVE's Client Services and Call Center team has worked hard to meet the highest standard of customer service, earning them the "**Highly Commendable Honor**" for workforce optimization at the 2015 Customer Engagement Leadership Awards. The award was presented for the team's excellent work at increasing quality assurance scores, while improving synergies and developing best-of-class workplace processes.

Implemented in 2010, Verint's workforce optimization systems have allowed ACTIVE to expand and streamline operations across various locations and to establish consistent business practices at an exceptional level of service. Our call centers are leading the charge in customer satisfaction by adding new processes to better manage the overall customer experience.

Find out more about what ACTIVE's call centers can do for you. Contact your customer service representative today!



Top-Tier  
Call Center  
Productivity



Leading Quality  
Assurance  
Scores



Optimized  
Staffing

## BETTER MANAGING THE CUSTOMER EXPERIENCE

Delivering the right information to the customer at the right time is paramount to success. Using workforce automation software, our team has been able to drive service excellence, deliver an unmatched experience and harness the voice of our customers. Agencies can feel confident that ACTIVE's customer-focused solutions will exceed their needs through incredible reliability, performance and scalability.

### INCREASED QUALITY ASSURANCE

Enhanced employee productivity and performance throughout the service resolution department have helped improve the quality of interactions, which allows deeper engagement with customers. Our streamlined processes have paved the way to a 5% rise in quality assurance scores across multiple centers. This means higher-quality service being delivered to the end user.

### SUPERIOR PERFORMANCE

Implementing workforce solutions has allowed ACTIVE to enhance its end product to the customer by reducing process breakdowns and identifying areas for supplemental training. This allows visibility into workflows and reduces management time. The call center team has significantly improved productivity, which allows ACTIVE to deliver an exceptional level of performance.

### ENHANCED EFFICIENCY AND RELIABILITY

Having workforce automation software in place allows us to tailor processes, adapt and grow along with our customers. Since 2010, we have increased our call center occupancy rate by 17%. These efficiencies translate directly into increased reliability, no matter what size of operation we're running.

### TOP-LEVEL SUPPORT

ACTIVE's experienced and dedicated call centers are ready to meet your customers' needs with around the clock support - 24/7/365. With optimized staffing needs through multiple centers, we're always ready for peak seasons, high traffic periods and unexpected call volumes. As a partner to agencies throughout North America, our team caters to multiple state labor laws, and has increased the amount of states during peak hours by 75% since 2012.

Contact your customer service representative to find out more about ACTIVE's call center services.

## SINCE IMPLEMENTING WORKFORCE OPTIMIZATION SOLUTIONS:

**5%**  
Increase in quality assurance

**17%**  
Increase in call center occupancy

**75%**  
Increase in states operating during peak hours

*"The service was excellent. They didn't beat around the bush. They helped me with some creative reservations when one campground was not going to have everything I wanted. They took care of it so that I could get it, and I appreciate it!"*

+ Grayton Beach State Park, FL

*"They were very friendly, they gave me all the details, they asked me if I had any more questions and they just did a great job!"*

+ Brown County State Park, IN

*"I had great customer service from the person that took my reservation. She was very helpful and very courteous on the phone."*

+ Priest Lake State Park, ID