



SpiceX Universal User Interface (UUI): Yields 50% Reduction in AHT and Eases Work From Home

A complete solution for your business!

At a glance

Realtors Property Resource (RPR) is an online system used by REALTORS® to research properties nationwide. The software is available to all members of the National Association of REALTORS® (NAR). RPR resolves technical and “how-to” issues called in by users about its system. RPR employs over 40 agents at its call center in Omaha, Nebraska and has additional non-call center users that work remotely that are all working to resolve issues for members.

Key Results

Using SpiceX's UUI, RPR was able to reduce AHT by 50%, documentation became easier and more reliable. Training time for new agents was reduced substantially.

The flexibility of SpiceX and the low-code process designer also allows for easy implementation of new campaigns and processes.

THE CHALLENGE



RPR challenges spanned both internal and external stakeholders. Internally, RPR's operations team required Boolean style processes that would drive the specifics needed to handle interactions. Externally, the call center needed to handle interactions from members on multiple products from multiple partners.

THE SOLUTION



RPR realized they were ready for a digital transformation. After researching other products in the market, Allen Wright, VP of RPR's Operations landed on SpiceX. What initially stood out to him was how much flexibility the system provided. They could change functions, move processes around quickly and easily and support a system of multiple tiered support agents. The ease to expand on notes and add guided scripts to campaigns would vastly improve how customer needs were served. The implementation took less than 60 days.



CRM



Unified User Interface



Integration



Workflow Engine

SpiceX CORE FEATURES



RPR utilized several of SpiceX's core components for their implementation, including CRM, Workflow Engine, Integration, and Unified User Interface (UUI). These features work together to provide a Customer Engagement Hub that reduced AHT by 50%, between 3-5 minutes each interaction.



Case Study: Realtor Property Resources

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IMMEDIATE BENEFITS



In a matter of two to three days, RPR was able to see a drastic change in its call center efficiency. While before, an agent would operate in multiple systems, now with the added efficiencies, they are able to cut AHT on calls by 50%. Documentation also became easier on the agent and more reliable, since the information is gathered along the way, agents no longer retype or omit information. The flexibility of the SpiceX platform allows for easy implementation of new campaigns and processes; which allowed RPR to add additional call center customers without having to add additional agents. SpiceX's flexibility allows managers to see individual agent metrics, providing an easy and more efficient look at call center efficiency.

LASTING IMPACT



Since the initial project, RPR and SpiceX have engaged in ongoing contact every two weeks and are implementing additional projects. Allen Wright, Vice President of Operations, offered some words on the product's impact:
"From a process perspective, it has eased the data gathering and mistakes that are made in transference from one system to another, because it's all contained. It reduced errors that occur when people are trying to quickly wrap up a ticket and move onto the next. Because of the automation, it has relieved tension, which is a fantastic selling feature for taking on new projects because it's transparent and new customers can see and direct how their members will be handled. SpiceX has relieved the burden on our frontline people; we can train someone within a week. It's a much more efficient methodology of delivering the service we provide."

SOLUTIONS



Workflow Engine

Each RPR product has specific guidelines to handle technical and non-technical issues. RPR was previously using Zendesk to record all their interactions. Zendesk did not provide as much flexibility as was required and the lack of intuitive guided processes made training new agents take longer and the answers provided to members less consistent.



Integration

SpiceX's native SFDC connector allowed an integration to be completed in days versus weeks. SpiceX syncs member data and reduces errors rekeying information; drastically reducing AHT. SpiceX also compiles information from other systems so agents are able to handle calls that require information from multiple systems without needing multiple logins.



Unified User Interface

The new system needed to be a connected platform that focused on helping agents work more effectively, regardless of the task. Prior to SpiceX, case information was stored in various systems that agents had to access when processing requests. This resulted in information being error prone or omitted.



CRM

SpiceX allows for easier troubleshooting with a more intuitive system. Call center agents are able to gather pertinent information and escalate the case efficiently. SpiceX simplified logging the interaction using a series of intuitive prompts to gather information and pass it onto the next level of support if needed.