Origlio Beverage Satisfies Thirst for Productivity and Efficiency Gains with Vertical Communications

Background

Origlio Beverage is a top beer wholesaler in the Philadelphia region, delivering mainstream and specialty beer products to local bars, restaurants, distributors and entertainment venues. The company has 140 users on its communications system, including a call center with more than 20 employees. Ninety percent of its orders are taken by phone, resulting in at least 15,000 calls per month – and well exceeding that figure during the company’s busiest seasons.

The distributor was depending on an older TDM PBX that lacked any call center features or customization. The legacy infrastructure offered no integrated voice mail, no ability to route calls or identify priority customers, and no email notifications.

EXECUTIVE SUMMARY

- Customer: Origlio Beverage
- Industry: Beverage distribution
- Locations: Headquarters in Philadelphia, PA

CHALLENGES

- Replace antiquated legacy technology
- Implement unified communications features, including call center capabilities, caller ID, integrated voice mail, call routing and messaging
- Prioritize calls to provide enhanced service to top-tier customers
- Improve call response times

VERTICAL SOLUTION

- Wave IP
- Wave ViewPoint UC
- Wave Call Classifier
- Wave Call Center

RESULTS

- Established a functional call center to handle multiple call queues
- Utilized Call Classifier to prioritize calls and route major customers to an elite team of operators in separate queues
- Integrated voice mail, remote access, email alerts and other unified messaging capabilities
- Increased number of calls accommodated per day, increasing daily phone order volume handling
- Reduced call wait time, enhancing customer satisfaction
Without an efficient ACD queue, a great number of calls were bounced to voice mail, which frustrated calling customers and necessitated Origlio’s overburdened call agents to take orders from voice-mail in order to get them entered in time for that day’s shipments. This restricted the amount of phone orders the staff could accommodate in an orderly fashion, and in the hectic summer months, Origlio even had to add personnel to retrieve the overflow of messages.

Origlio recently implemented a “Gold” sales team dedicated to serve its major accounts. Yet the old phone system offered no way for the company to identify those customers’ calls and deliver them to the specialized team. The system treated all calls the same—which meant diverting important clients to voice mail.

In addition, the legacy system offered no mobile capabilities. “Origlio’s sales people are often on the road visiting customers,” noted Tom Cooper, sales manager at Galco Business Communications, Inc., a Vertical Communications dealer in eastern Pennsylvania. “Its distribution trucks are out as early as 4 a.m. with no easy way to connect with the system. They needed an efficient way to remotely access their communications hub.”

Solution

To meet Origlio’s myriad needs, Galco deployed the Vertical Wave IP Unified Communications platform. Since the Wave IP system is flexible enough to accommodate legacy equipment, Origlio immediately realized economies by integrating some of its existing handsets.

Wave’s Call Classifier application allowed Origlio’s call center to differentiate and route its top-priority customers to its elite sales group. Now, these customers are immediately handled by select agents to ensure their most important buyers remain satisfied.

“Our clients often call from different numbers outside their work establishments, such as from various cell phones, or from home. We’ve been able to enter all these numbers into a custom home-grown database on our intranet that is accessed by the Wave IP system to identify priority callers,” said Marc Lewis, IT manager at Origlio Beverage. “Now, our best clientele are never kept waiting, no matter what phone they are calling in from.”

Results

According to the Wave IP’s system reporting data, Origlio was able to increase the number of calls answered within 20 seconds of initial contact by 10 percent. This figure increases to 20 percent for its high-priority customers, which are now routed through a separate queue to the distributor’s Gold sales organization. These results exceeded management’s original goals.

“It was easy for us to hit such outstanding numbers once we realized how to refine call flow based on the Wave’s caller ID capabilities. Not only does the system identify top-tier calls, we can even establish which calls to disconnect, saving further time,” said Lewis.

The company also has been able to significantly shorten call-waiting times, so that far fewer calls are routed to voice mail. More orders are processed on a daily basis, and customer satisfaction has been enhanced. In addition, Wave’s ViewPoint call management platform allows for mobile employees to receive email notifications for voice messages throughout the day.

“We’re now able to handle more calls than we’ve ever had before, which translates directly to more business. And we love that our best accounts are guaranteed superior service,” said Lewis. “The Wave system makes so much sense. It’s flexible, it’s powerful, and it’s easy for our employees to maneuver. We’re thrilled to find a communications system that has delivered so many practical business benefits, and allows us to be a more productive and responsive company. We’re definitely taking full advantage of these features and tools to achieve greater growth.”

For more information on products and solutions from Vertical Communications, call 1-877-VERTICAL or visit www.vertical.com.