

**Company**

Broadway.com & Broadway Across America
<https://www.broadway.com/>

Industry

Theater Ticketing

Location

New York, New York

UC Platform

Mitel (ShoreTel)

Goal

Recording Solution with 99.999% Uptime
Robust Quality Management Tools

“Reduced QA and talk time had a financial benefit of \$12,500 per month while, at the same time, significantly improving customer satisfaction.”

Susie

National Director of Sales & Service, Broadway.com / Broadway Across America

On Broadway

Since 2000, Broadway.com and Broadway Across America have featured online theater ticketing and phone sales for every Broadway show, most off-Broadway shows, Broadway touring musicals and plays, and shows in London 's West End.

Broadway.com and Broadway Across America's ticketing services target New York area theater patrons and traveling consumers. With two offices, one in New York and the other in Louisville, they facilitate ticket purchases online and in their contact centers.



“When an agent listens to a recording and reviews the notes, we notice a natural improvement in the skill immediately. It’s quite remarkable.”

Susie

National Director of Sales & Service, Broadway.com / Broadway Across America

Challenge

Broadway.com and Broadway Across America's previous call recording system experienced significant downtime—some outages lasting for days and resulting in a sizeable loss of valuable recorded interactions.

The system lacked robust quality management tools to help the businesses improve performance. One particular frustration was the fact that agents were not able to access and review their own recordings and associated supervisor comments. This meant supervisors had to call agents off the floor to listen to recordings in their offices and provide one-on-one coaching for every issue. This was a time-consuming effort for supervisors and decreased the time agents were available to service customers.

Additionally, the requirement to meet for every correction or suggestion caused agents to react tentatively to meeting requests. Since they were unable to review recordings and associated notes, agents didn't know what to expect regarding the level of importance or consequence of each meeting.

Encore

After considering a number of quality management solutions, Broadway.com and Broadway Across America decided Encore® workforce optimization solutions were the clear front runner. Decision-makers at both companies felt at ease with the great partnership DVSAalytics had fostered with Mitel (ShoreTel) and were encouraged by DVSAalytics' strong track record of seamless and trouble-free integrations in Mitel (ShoreTel) environments.

Broadway.com and Broadway Across America were particularly interested in Encore's ability to add text and audio notes to recordings and then email a link to those recordings and notes to agents for review so the agents could make immediate changes in what they were saying, or not saying, to customers.

99.999% Uptime

Broadway.com and Broadway Across America's decision to switch to Encore resulted in outstanding improvements. First and foremost, Encore has operated with greater than 99.999% uptime, reducing technical staff involvement and providing peace of mind to supervisors who can rest assured their recording system is reliable.

Now that agents have access to their recordings along with text and/or voice coaching notes, they are able to quickly review recordings and self-improve performance without a required meeting with supervisors. This process improvement reduced agents' and supervisors' quality analysis time by 50%, having a financial impact of over \$6,500 per month. In addition, agents are feeling more empowered to correct errors on their own and increase the value they bring to the contact center.

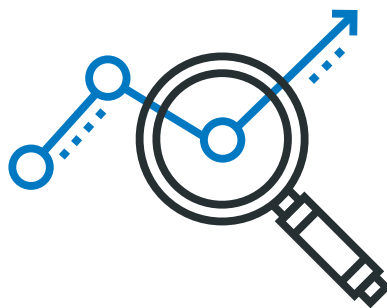
Return on Investment

Broadway.com and Broadway Across America experienced an unexpected benefit as well. They began using Encore's screen recordings to improve the agent call flow and locate process issues within their CRM software. This reduced hold times and decreased overall talk time by 10%, creating an impact of over \$6,000 per month and bringing the combined tangible monthly benefits to over \$12,500.

With the addition of Encore Enterprise to their contact centers, Broadway.com and Broadway Across America have made great improvements and gained significant efficiencies. Both companies are looking forward to using the award-winning Encore Mobile Live Monitor to listen to calls anywhere using a tablet, smartphone or desktop computer.



DVSAalytics Inc. (DVS) workforce optimization solutions are designed to improve the customer experience and maximize employee engagement and productivity by offering analytics-enabled insights into customer interactions and contact center operations. DVS Encore® WFO solutions include interaction recording, analytics, quality and performance management, workforce management, reporting, and a powerful set of employee engagement capabilities. The company is headquartered in Scottsdale, Arizona.



Measure What Matters

Encore® from DVSA Analytics is built to help you take millions of recorded customer interactions and turn them into rich business intelligence and insights.

Encore is engineered to integrate into your existing contact center and UC platform.

DVSA Analytics

Workforce Optimization and Engagement Management

Gain a competitive edge today!

www.DVSAAnalytics.com