

Case Study: Consumer Packaged Goods

PULLING REAL-TIME VALUE FROM THE CLOUD



Early in 2013 the CEO of a major food manufacturer challenged customer service to centralize its call center operations and include an internal captive center.

Choosing the right partner

The company included multiple vendors in their extensive RFP procurement process. After careful consideration for existing capabilities and future product roadmap of the finalists, they narrowed the vendors down to one that stood out.

Important features were: True cloud strategy, real-time reporting / business intelligence, quick access to call monitoring and recording, technical response time and overall ease of use. Total cost of ownership was also an important consideration.

“Usability, flexibility, customer service, cost and value all brought us back to Humach,” said their senior IT technical engineer. “We actually had three departments unanimously agree on one provider, which says it all.”

Design, train and go-live

The process for designing, implementing and

transitioning the platform to the cloud was seamless, and included input from all of the functional areas.

“The support we received from Humach during the training process was exceptional,” continued the senior IT technical engineer. “Training is critical when implementing any new technology, everyone has to know the platform inside and out. More importantly, the vendor provided technical experts to train our team, and included conference calls when necessary. That meant a lot to us.”

The customer service team was trained in two weeks. Within a week of the platform going live, the team was comfortable navigating the system without assistance.

The benefits

Flexibility and ease of use are key themes in the client's satisfaction with the Humach Interaction Engine. The overall flexibility of the platform meant being able to manage every activity and function at a moment's notice—without the need for technical support.

The client's perspective says it all: “When we needed additional agents, we were able to add the seats ourselves. That makes it a lot quicker and more cost effective than having to put in a ticket, then wait for it to be accepted, worked and completed.”

“We wanted to monitor the pulse of our customers, so picking a technology platform that placed real-time data and analytical reporting at our fingertips was important to us.”

Company Manager of Consumer Affairs

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Senior IT Technical Engineer.



With Humach, we were able to do that ourselves immediately because of the simplicity of the program. We didn't see that same flexibility with competitors' products.”

Humach also offers payment flexibility. The client pays monthly based on actual usage of the system.

The platform provides a huge time savings for reporting as well. The client pulls reports directly from the system using its advanced analytics. “I send out a report every night highlighting KPIs,” states the consumer affairs manager. “It's such an easy process. I can get it done in just a couple of minutes.”

Foundational to ease of use and feature-rich technology, the system has an up-time of 99.9%.

Truly valued

When asked what constituted real value in the company's partnership with Humach, the client pointed to frequent communication and strong listening skills. Part of that communication can be

found through the platform's support portal and announcement forums, which alert clients to product release updates and other important developments.

“Communication is big for us. Obviously if a vendor is having any technical issues we would like to get a heads up if it will impact our operations. Humach has been really good about letting us know what's happening.” The client's manager of consumer affairs also gives high marks to Humach's listening skills regarding her company's “concerns, needs, opportunities and want list.”

Sometimes saying ‘no’ is the right thing to do. “Humach doesn't just say ‘Yes, yes, we can do that.’ They're honest about what they can and cannot do, checking things out before promising. And that means a lot to us. Because many vendors try to overachieve and make promises they can't deliver on.”

After two successful years on the Humach Interaction Engine, this client is ready to go to bat for their provider, saying: “We're very happy with what we have and definitely recommend the Humach platform.”