

SUCCESS STORY

# Pulling Real-Time Value From the Cloud

**INDUSTRY**

Consumer Packaged Goods

**LOCATION**

North America



## Challenge

The CEO of a major food manufacturer challenged customer service to centralize its call center operations and include an internal captive center. The company included multiple vendors in their extensive RFP procurement process, seeking a solution that balanced existing capabilities with a future product roadmap.

## Solution

Humach stood out thanks to a comprehensive true cloud strategy with robust features like real-time reporting/business intelligence and quick access to call monitoring and recording. Overall ease of use and excellent technical response time also caught our client's attention.

## Impact

With Humach's steadfast support and our meticulous training process, our client's transitioned their platform to the cloud seamlessly, incorporating input from all functional areas. Within a week of the platform going live, the customer service team could use it without assistance.

## Design, Train, and Go Live

After a thorough design process, followed by testing and implementation, our client's platform was moved to the cloud. The customer service teams were trained in just two weeks, but they were fully prepared—after only a week, they were completely comfortable with the system.

Flexibility and ease of use were key to Humach's strategy. The overall flexibility of the Humach Interaction Engine meant the client could plan, knowing they could manage every activity and function at a moment's notice without the need for technical support.

"When we needed additional agents, we were able to add the seats ourselves," our client stated, praising our solution's versatility. "That makes it a lot quicker and more cost effective," they continued, "than having to put in a ticket, then wait for it to be accepted, worked and completed. 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."

## Sweet Success

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

Beyond being feature-rich and easy to use, the system boasts an up-time of 99.9%.

Lower total cost of ownership meant our client got more for less.

Humach’s flexible payment plan also appealed to the client. They pay monthly based on actual system usage, not a flat fee.

**“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.”**

*—Client Manager of Consumer Affairs*

## Choosing the Right Partner

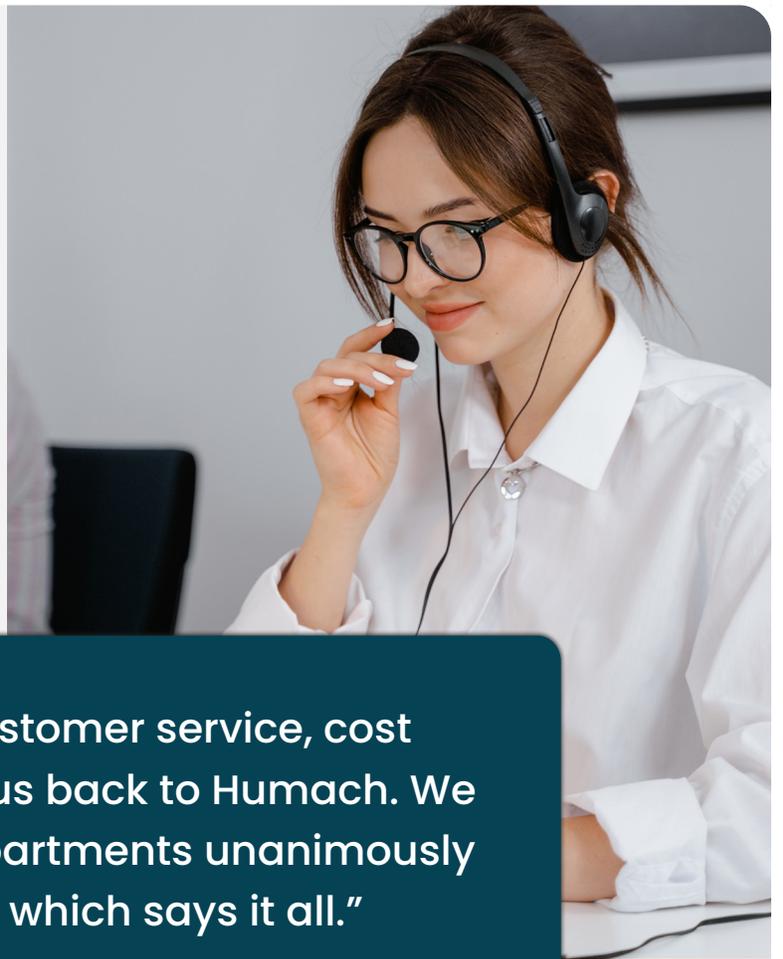
Despite an exhaustive RFP procurement process, there was only one choice for our client: “Usability, flexibility, customer service, cost and value all brought us back to Humach,” said their senior IT technical engineer. “We actually had three departments unanimously agree on one provider, which says it all.”

After years of success on the Humach Interaction Engine, our client happily sings our praises. In their own words, “We’re very happy with what we have and definitely recommend the Humach platform.”



## Truly Valued

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



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## Communication Is Key

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,” explained our client’s manager of consumer affairs. “Obviously,” she added, “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 consumer affairs manager also gave Humach’s listening skills high marks, especially when it came to her company’s “concerns, needs, opportunities and want list.”

As flexible as Humach is, however, sometimes saying “no” is the right thing to do. “Humach doesn’t just say ‘Yes, yes, we can do that,’” the client affirms. “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.”

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

