



Academy Sports: Retail Success

Summary

A major Houston-based sporting goods retailer has maintained a partnership with MicroAutomation to continually improve their customer experience (CX). The initial engagement of the burgeoning relationship was to replace an outdated IVR with our modern, cloud-based IVR. MicroAutomation produced the required functionality, following a SCRUM-based iterative user-acceptance methodology, with characteristic on time, on budget workmanship. The initial IVR success lead with a Store Locator application and IT Help Desk automation functions that later followed with a larger eCommerce IVR application release including order status information, gift card balance information, enhanced store locator functions with delivery via SMS, and agent survey services and reporting.

Problem

- Eliminates re-stating of caller information
- Enables immediate call routing to the most qualified agent or location destination
- Reduces call center costs by decreasing call handling time

Challenges / Hurdles

- Contact Center project requirements are dynamic-cross-functional, closely-knit business and IT teams
- Solution needs to integrate and scale with existing Academy corporate systems and backend data stores
- Solution needs to align with strategic business goals and objectives for eCommerce reducing customer effort

Solution Description

- ✓ Enforce specific project methodology to ensure rapid acceptance and issue identification/resolution
- ✓ Engage with primary stakeholders consultatively
- ✓ Strictly follow SCRUM guidelines
- ✓ Store Locator with SMS
- ✓ Gift Card Balance information
- ✓ IT Help Desk Password Reset
- ✓ Transaction Log information collection for Academy store locations
- ✓ Real-time Order Status information with Proactive ANI Lookup
- ✓ Caller screen pop information provided by the IVR

Tangible Benefits

- ✓ Reduced customer effort with order inquiry automation
- ✓ Increased call deflection from Contact Center
- ✓ Higher repeat customer percentage
- ✓ Delivered on budget
- ✓ Delivered on schedule
- ✓ Populated screen pop reduced average call handle time
- ✓ Scalable solution: handling multiple peak season periods without hardware expansion or upgrade

About MicroAutomation

MicroAutomation is a full service integrator of call center solutions and provides a broad range of professional services. MicroAutomation solutions are based on enhancing the caller experience through Speech-enabled Interactive Voice Response (IVR); improving live agent efficiency utilizing Computer Telephony Integration (CTI); and providing analytics tools to report on, manage and refine each solution element to maximize the overall performance of your call center.

MicroAutomation also offers "call inception to completion" products and professional services including:

- The Award Winning Call Center Millennium™ Solution Series
- Complete solution design
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support

Contact Us

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