

case study



XOptions® Flex Helps Marketing Company Get a 360° View of Its Customer Service Calls

MarketView360

MarketView360, a Division of MarketQuiz, Inc., is a multi-channel marketing company offering surveys, email marketing, text messages, direct mail, and voice broadcasts to automobile dealerships, political organizations, and other companies. Headquartered in San Antonio, Texas, with offices in Dallas, the company requires reliable telecommunications, plus an efficient call center to handle hundreds of inbound and outbound calls each day.

The Challenge

Find a telecommunications service provider who could help reduce costs, be attentive and responsive to their needs, and provide complete call center functionality

When Operations Director Aaron Beeman began searching for a new service provider, he compared each vendor's services and cost structure. One challenge MarketView360 faced was high telephone bills and limited call-handling features. A team of 10 employees was making and receiving up to 200 calls a day—without the benefit and efficiency of a call center.

"When XO presented a voice and data solution that included a call center," said Beeman, "I was convinced we'd found our new service provider."

The Solution

XOptions® Flex integrated voice and data solution with the XO® Business Call Center feature, one of many optional features for XOptions Flex customers

XOptions Flex is a complete package of communications solutions for small and medium-sized businesses that want an easier, more cost-effective way to manage their communications needs. It is a business-grade Voice over Internet Protocol (VoIP) solution that gives businesses enhanced features and functionality for voice and Internet services, all in one package from a single provider.

Beeman contracted for a flat-rate package that included 5 phone lines in San Antonio, 12 in Dallas, and a T-1 in each location.



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Customer Challenge

- Reduce telecommunications costs
- Find a vendor that could offer complete call center functionality

XO® Solution

- XOptions Flex integrated voice and data solution
- XO Business Call Center
- Personalized service from XO reps



The Dallas office is also using the XO Business Call Center, an optional feature of XOptions Flex.¹

Key features of the XOptions Flex package and the Business Call Center include:

- Single, flat rate for local, long distance, inbound toll-free, Internet access, and Web hosting²
- Broad feature set for voice calls, including voicemail-to-email capability
- High-speed Internet access with Dynamic Bandwidth Allocation, which assigns additional bandwidth to data throughput when phone lines are idle
- Basic hunt group functionality combined with sophisticated Call Center features, including queuing, automatic call distribution, and historical reporting per call center, per agent, and per supervisor
- Reliability and security of the XO national IP network and softswitch technology

The Results

Improved Customer Service

The XO Call Center allowed Beeman to establish groups of people who could manage different client accounts, resulting in better customer service. "One of my goals is to make sure we're answering calls and not putting dealerships on hold," said Beeman. "The XO Call Center helps us provide the best value to our customers."

Greater Productivity

To monitor quality control, Beeman used to sit in a room listening on the phones for hours. With XOptions Flex, Call Center reports are automatically emailed to Beeman, which frees him to do other work. The reports tell Beeman the exact number of calls answered, average time with agent, average time in queue, average hold time before loss, and more.

"The reports tell me what I need to know," said Beeman. "Now I can focus on more strategic work, such as coming up with new ideas to improve our product."

Personalized Service

Beeman appreciates the fact that his XO representative stays in touch with him on a monthly basis. "I feel like XO cares about me," said Beeman. "They always let me know about new services and enhancements that could benefit my business."

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AARON BEEMAN

Operations Director

MarketView360

www.marketview360.com

About XO Communications

XO Communications, a subsidiary of XO Holdings, Inc., is a leading provider of 21st Century communications services for businesses and communications services providers, including 50 percent of the Fortune 500 and leading cable companies, carriers, content providers, and mobile operators. Utilizing its unique and powerful nationwide IP network, extensive local metro networks, and broadband wireless facilities, XO offers customers a broad range of managed voice, data, and IP services in 75 metropolitan markets across the United States.

For more information, visit

www.xo.com or call
1.866.963.9696.

¹ Additional charges apply.

² Flat rates vary by market, limits apply.