

# TransUnion

## Syntellect PhoneLink Provides Personalized Service and Improves First Call Resolution Rates

### CHALLENGES

To drive business growth, TransUnion launched an initiative to improve contact center efficiency, enhance the customer experience and better equip agents with the information they need to quickly solve customer issues.

TransUnion chose to deploy a solution that included Syntellect PhoneLink™ and Salesforce.com to improve operations at their contact center, which provides sales and support services to over 35,000 customers. From Salesforce.com, TransUnion obtained a salesforce automation solution that allows them to manage prospect and customer records and a Service and Support solution that enables them to track and manage customer support issues. They also selected Syntellect PhoneLink™, a CTI solution that is fully integrated with Salesforce.com, to put the customer data in Salesforce.com at the fingertips of their agents and to automatically capture information from customer calls into the appropriate Salesforce.com records.

“Syntellect was a tremendous partner in this endeavor which involved multiple business units and external vendors -- their hard work and continuous dedication were key factors in our ability to understand CTI from an implementation perspective and complete this project in record time.”

**MURUGAN CHELLASAMY**  
TransUnion

### SOLUTIONS

TransUnion implemented the full capabilities of Syntellect PhoneLink, including the following features:

- **Agent Screen Pop:** As a call comes in, PhoneLink reads the number from which the customer called, checks the Salesforce.com database, opens a customer record and sends the agent pertinent customer details along with the call.
- **Click-to-Dial:** To eliminate manual dialing errors, agents can click a button on the Salesforce.com record to automatically place an outbound call to that specific customer.
- **Automatic Call Data Logging:** To enable sophisticated contact center analytics, PhoneLink automatically populates customer records in Salesforce.com with call statistics, agent details, transfer data and more.



## CASE STUDY overview

**INDUSTRY**  
Financial

**CUSTOMER FACTS**  
Founded in 1968, Headquartered in Chicago

Provides solutions to more than 50,000 businesses worldwide

Reaches businesses and consumers in 25 countries on 5 continents

Maintains credit histories on an estimated 500 million consumers around the globe

**GOALS**  
Improve Operations

Provide timely, automated and live agent access to customers

Maintain and enhance customer relationships

**SOLUTIONS**  
Syntellect PhoneLink for Salesforce.com

**BENEFITS**  
Created a Better Customer Experience

Increased First Call Resolution Rates

Increased Agent Productivity

Secured the Metrics for Success archiving

Eliminated Outbound Dialing Errors





## RESULTS

Unlike proprietary CTI solutions, Syntellect PhoneLink offers out of the box connectivity with a wide range of PBXs, from leading vendors such as Avaya, Cisco, Nortel, and Siemens, so PhoneLink smoothly integrated with the TransUnion infrastructure, which included a Siemens Hicom 300 PBX. The entire project, which was managed by the Salesforce.com and Syntellect professional services teams took just 45 days, including planning, system design, training and testing.

Syntellect PhoneLink enabled TransUnion to leverage their CRM investment to personalize their customer's service experience and make agents and the contact center more productive and efficient. PhoneLink helped TransUnion transform its contact center to:

- **Create a Better Customer Experience:** The Screen Pop that provides agents with customer details as soon as the call arrives at the agent's desk, has reduced call handling time by 60 sec/call and allows the agents to greet the caller personally, leading to a better experience and more successful upsell/cross-sell promotions.
- **Increase First Call Resolution Rates:** With Salesforce.com, agents now have a 360° view of the customer and Syntellect PhoneLink puts that information at their fingertips. This enables better, faster service. If the caller does need to be transferred to a specialist, the customer information and agent notes are sent as well, eliminating the frustration customers experience when forced to repeat themselves. These factors have help increase first call resolution rates by 200%.
- **Increase Agent Productivity:** Agents no longer have to spend time looking up customer information and can concentrate on quickly resolving issues. The screen pop solution has shaved 60 seconds off each call, which translates to a savings of \$570 per thousand calls.
- **Secure the Metrics for Success:** Because Syntellect PhoneLink automatically collects call and agent statistics within the customer record, TransUnion now has the data it needs, in one place, to evaluate root service issues, specific customer needs, traffic patterns, contact center efficiency and individual agent performance. In this way, the company can eliminate bottlenecks, develop appropriate training materials and implement best-practice procedures to ensure the highest possible level of service on an ongoing basis.
- **Eliminate Outbound Dialing Errors:** Syntellect PhoneLink eliminated another nagging problem – approximately 10% of calls placed by agents were misdialed, which cost the company approximately \$140 per thousand calls. The Syntellect PhoneLink "Click-to-Dial" button lets agents automatically place an outbound call from within the Salesforce.com customer record. This not only increases productivity but also ensures that each one of those calls is automatically captured in the CRM system.

## THE BOTTOM LINE

"Finding new ways to enhance our customer service offerings and improve call center productivity is a top priority for TransUnion -- It is our goal to make each customer experience as positive, personable and enjoyable as possible, and PhoneLink is the technology that has enabled us to achieve this."

**MURUGAN CHELLASAMY**  
TransUnion

## ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



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