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How Delta Faucet Improves Call Center Processes with Global Address Autocompletion



Standard A/B testing is a simple but effective gauge of performance: Check the results of two separate efforts, each with one subtle difference between them. The one that performs better validates the difference, which is then used going forward.

For Delta Faucet, A/B testing proved the impact of Global Express Entry, a sophisticated database authentication tool from Melissa Data that verifies customer addresses and formats them correctly for accurate product shipments.

The challenge for Delta Faucet—and the opportunity to test the value of Express Entry—was that only one of the company's two customer service call centers was using the Melissa Data address authentication tool.

ASSURING CUSTOMER SATISFACTION

Seth Garrison, business analyst with the plumbing and fixture company, explained the situation:

"Customers might call in with issues, such as receiving a product with the wrong finish or perhaps a problem in operation," he said. "Reps from one of the call centers would get customers on the phone and have to type in their addresses to solve the issue, not really knowing up front to whom they were talking or even if they were being given accurate contact information.

"And let's face it," Garrison continued, "it's easy to mistype and get the wrong information over the phone. That was making the problem the customer was calling about even worse."

For the one call center system using Melissa's Express Entry, the tool's address autocompletion function filled in data fields quickly and flawlessly, even after just a few keystrokes by reps. Incorrect mail addresses, location errors like inaccurate ZIP Code™ and even typos and invalid email addresses were eliminated. Customers were identified quickly and shipments arrived when and where they should.

The issue came to a head when Delta Faucet decided to have both of its call centers use Salesforce.com's service cloud CRM platform to better understand customer orders and solve their issues.

CHANGING OF HEARTS, MINDS ... AND WALLETS

From a customer service perspective, the rep has to not only identify the customer but also enter in the customer's information, including name, accurate street address, apartment number, accurate ZIP Code, and things like phone numbers and email addresses. If that has to be manually typed in, while asking the customer two or three times to verify each entry, it can get to be a very frustrating experience for both of them.

It can be a costly experience as well. Call center KPIs often emphasize speed, with such metrics as average time per call, work time per call and first-call resolution, providing a good glimpse into performance and effectiveness. Meanwhile, consider the cost attributed to frustrated customers who never receive their products due to mistyped or misunderstood personal information.

According to a study by customer intelligence company Vision Critical, published by Inc. magazine,¹ 51 percent of customers switch their company loyalty due to poor customer service. On the positive side, the total of all customers whose issues are resolved by a frictionless, problem-solving customer service experience, tell 4 billion other people about it via social media.

SMOOTH IMPLEMENTATION IS ITS OWN REWARD

Melissa first made sure the Express Entry implementation with Salesforce went smoothly at the one Delta Faucet call center that had been using it. The Melissa installation package from Salesforce's AppExchange provided for address autocompletion into the standard account page address fields, while Web Services integration to Delta Faucet's enterprise resource planning (ERP) and shipping systems processed orders with accurate, validated addresses.

During each stage of development, technical staff at Melissa provided test support and implementation guidance. Internal business rules and downstream system requirements mandated various tweaks, such as forcing character capitalization, limiting address line length and minimizing the number of keystrokes before autocomplete clicked in.

Descriptions to country codes were also included, with Express Entry offering type-ahead accurate addresses for more than 250 countries and some 131 global formats.

With the two call center systems operating the Salesforce CRM system side by side, the differences between the two were apparent. For the center using Melissa's Express Entry, time per call was shorter, shipment returns were reduced and customer satisfaction was higher. Completed postal and email addresses were saving data entry time, while simplifying shopping cart checkout.

The outlying call center that hadn't adopted Melissa's Express Entry tool quickly switched to full implementation. Careful A/B testing and verification proved itself once again. As did Melissa's Global Express Entry.

About melissa

Since 1985, Melissa has been a leading provider of data quality and address management solutions. Melissa's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa to gain and maintain a single, accurate and trusted view of critical information assets.

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¹ Inc., "The Cost of Unhappy Customers (Infographic)," <https://www.inc.com/graham-winfrey/the-cost-of-unhappy-customers.html>