

Case Study

European Waxcenter Utilizes SmartRecord For Quality Assurance and Training in New Call Center

CTI Group, BluIP, and Universal Connectivity Team up to Provide Hosted Call Recording Solution



THE CUSTOMER

European Waxcenter is one of the nation's fastest growing franchises with 367 stores nationwide and growing. They are one of the finest body wax systems in the world and one of the largest franchisors in the Northeast with centers in New York City, Connecticut and Massachusetts.

THE REQUIREMENT

To support their growing business, European Waxcenter opened a new call center based in Connecticut to support the high volume of client interactions. They needed a recording system that was able to track their guest interactions. As with all new call centers, the new agents that were fielding guest calls needed to be trained and coached.

THE SOLUTION

BluIP is a leading provider of cloud-based voice technology. They deliver mission-critical products engineered for the SMB and LE Markets and offer services thru White-Label Partners, Agents and VAR's. They chose CTI Group's SmartRecord as their call recording product to offer their customers and partners because it is best of breed. They only use best of breed solutions in their core network and it was clear to BluIP that SmartRecord was the best of breed hosted recording solution. BluIP has experienced first-hand as an internal user of SmartRecord the power of the solution they resell to their customers.

BluIP packages SmartRecord together with CTI Group's SmartCapture screen recording module as a-la-carte offerings giving their resellers the ability to offer these selectively with Hosted Seats, Call Centers or SIP Trunks. This solution is offered to all customers, regardless of the underlying solution, as a way to bring more added value to end user customers.

BluIP's primary business objectives are to support and build sales through their partner channels. One of their valuable partners, Universal Connectivity, utilizes SmartRecord and has found a great value in selling into any vertical that has a need for a call center. Universal Connectivity uses SmartRecord in their business and as part of the sales process for presenting a complete hosted call center package. They enjoy SmartRecord because it can be sold on an individual line basis rather than what most premise-based systems can offer. Premise-based customers have to spend thousands of dollars on a complete system which is usually overkill for their needs.

"I did manage a call center prior to working for European Waxcenter and the recording system we used there was far more difficult and less user-friendly than the SmartRecord system."

-Danielle F., Call Center Manager, European Waxcenter

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CUSTOMER BENEFITS

European Waxcenter originally purchased SmartRecord from Universal Connectivity for quality monitoring and training of their new call center personnel. Being a company that is so reliant on reservations, they are able to identify the source of potential business problems that arose at their locations. For example, there are times when booking errors are made that significantly impact the daily flow of business in the store. Supervisors are able to go back and listen to the specific call where the reservation was made to identify if an error was made by a staff member. The ability to find significant errors that are made during calls is essential for training their agents and improving guest satisfaction.

European Waxcenter also was able to recall a specific instance where SmartRecord helped to validate their agent was correctly performing their duties:

"The first instance that comes to mind is one where a guest walked in to a center under the impression that she had a reservation time scheduled. That was not the case. When the guest was advised such, she became outwardly irate and vocal about her dissatisfaction. She insisted that the 'person on the phone told her she would reserve a spot for her in the next 5 minutes.' When I listened to the call later, it was clear that the guest was not interested in solidly booking a reservation as she was walking around the corner from our location and was certain the spot would be available when she got there, and then she disconnected the call abruptly. After listening to the call, it was evident that the call taken was not at fault for the guest's impatient assumption."

About BluIP

BluIP is a leading provider of cloud-based voice technology. We deliver mission-critical products engineered for the SMB and LE Markets. We've designed our network with only the most reliable and dependable network components, including Broadsoft™, Cisco™, IBM®, and Acme Packet™ with established redundant connections, to support both public and private traffic to our secure facilities.

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Universal Connectivity ensures that their clients are provided with all of the features available in SmartRecord. One of the features of particular interest to European Waxcenter was the filtering function. They take many calls per day, each for a specific store location. By having so many variables to hone in on and filter by, they are able to streamline the process of finding a particular call when necessary. The use of SmartRecord has helped to solve a lot of the miscommunication problems that have occurred since the opening of their new call center. European Waxcenter is extremely satisfied with their hosted call recording solution from Universal Connectivity and the results so far have shown an improvement in their overall guest service levels.

About CTI Group

CTI Group is an international provider of billing and analytics, call recording and call management solutions. Our carrier-grade solutions support the growing VoIP, mobile and converged telephony markets with robust, feature-rich applications that provide cost savings opportunities as well as revenue generating product enhancements.

About Universal Connectivity

Universal Connectivity (UC) is founded on a belief that our client's needs dictate the solution. From this belief, we provide customized solutions for business VoIP, broadband and high speed Internet. UC's team of Senior Sales Connectors gets personal with the infrastructure of their clients' needs and has a pragmatic approach to providing solid solutions. This plan begins with their clear understanding of a client's business, culture and processes to guarantee reliability and survivability. These factors are crucial to developing goals and objectives, designing, implementing and managing cost-effective solutions and assessing efficiency and enhancing the quality of service. UC's personal, customized approach is both proactive, productive and means, quite literally, that Universal Connectivity is Your Link To Your World®.

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