

Radio Systems® Corporation

Leading manufacturer of pet products



The Organisation

Radio Systems Corporation is the largest manufacturer of electronic pet training products in the U.S. with an overall mission “to build the most trusted pet brands.” The family of brands includes PetSafe®, Invisible Fence® Brand, and SportDOG™. Driven by innovation and dedication to customers and communities, Radio Systems has grown into an international corporation selling in over 52 countries.

Motivation for Change

As part of their mission to “build the most trusted pet brands,” Radio Systems Corporation has a unique culture and customer-centric focus to empower their Customer Care associates to assist customers quickly and intelligently. The company focuses on the health and wellbeing of their associates with wellness breaks and an onsite gym and clinic, as well as by designing office space that inspires a culture of collaboration and team-building – and, of course, encourages associates to bring their dogs to work.

As part of a focus on enhancing the customer experience, Radio Systems sought to upgrade their dated and siloed contact centre technology which was spread over three contact centre locations, serving over 150 associates. The previous contact centre software had extensive issues with call quality, was out of support, and lacked omni-channel functionality. In particular, it did not offer chat support and provided little to no visibility into performance in the email channel. In addition, Radio Systems had a workforce management solution but performance and quality were monitored manually.

Desired Solution

Initially, Radio Systems Corporation wanted a contact centre solution that could unify their contact centres with robust email and chat capabilities. They felt that this could help reduce their abandonment rate, improve the effectiveness of the call back option, and increase revenue as a result of better service levels and coaching.

Why Alvaria

After evaluating several vendors, Radio Systems Corporation knew that Alvaria was the right technology provider for their needs. Alvaria has a full-featured contact centre solution with an integrated workforce engagement management suite. While they originally had not intended to replace their workforce management solution, Radio Systems Corporation recognised the benefits of a fully integrated contact centre and workforce engagement solution from Alvaria. They selected to deploy Aspect® Unified IP® (UIP) for consumer engagement, Alvaria® Workforce for accurate forecasting and scheduling, Alvaria® Performance for improved reporting and Alvaria® Quality for improved service levels and coaching. In addition, Radio Systems® Corporation engaged the Alvaria® Professional Services team to deploy the latest version of Microsoft Lync in their contact centres and across the company.

The Results

Since going live on Aspect UIP and the full Alvaria Workforce Engagement Management Suite (WEM) suite, each of the Radio Systems Corporation brands have experienced significant improvements in performance. Associates are now able to focus exclusively on the customer experience and transform customers into raving fans - whether the customer comes in through the phone, chat, email, or a call-back option. Further enhancing the associates' view of the customer is the ease-of-use of the customised agent desktops. It is much easier to view caller information and quickly begin servicing their customers' needs.

The company now has fully integrated the email channel and has visibility into service levels, number of emails, and average handle time. The issues they were experiencing with call quality have been resolved as well. The coaching of specialists is more effective due to screen and voice capture as well as quality assurance scoring within Alvaria. Radio Systems Corporation has also been pleased with the improved forecasting accuracy. The system constantly reforecasts based on current trends and they can run various models within minutes. Reporting and monitoring both in real-time and historically has been excellent. Further, PCI compliance is an important security measure for Radio Systems and Alvaria's Secure Agent automatically stops recording when agents are entering credit card information which helps them meet PCI compliance.

The PetSafe® and SportDOG™ brands experienced a call volume decrease of 22% year-over-year after the deployment of the Aspect technology resulting in higher service levels which mean that customers don't abandon and then call back. Other key results include:



Service Levels
increased from

59% to **74%**



33%

reduction in
Abandon rate



Average speed of answer
dropped from

85 to **51**
seconds seconds

Invisible Fence® Brand saw:



Service Levels increased from

76% to 93%



Abandon Rate dropped from

7% to 3%



Average speed of answer dropped from

49 to 11
seconds seconds

The introduction of the chat channel has been a welcome addition for both Radio Systems® Corporation and their customers. When customers chat with associates, the conversion rate is nearly double that of regular website conversion and the average sale is 50% higher. Looking ahead, the company sees opportunities in scaling this channel.

Brand	Total Chats	Months
PetSafe	11,990	8 months
SportDog	1,606	4 months

Today, Radio Systems Corporation has the culture, processes and technology in place to deliver on their mission to be the most trusted pet brands in the marketplace.

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About Alvaria

Alvaria™ was founded through the merger of Aspect Software and Noble Systems, technology leaders in Customer Experience (CX) and Workforce Engagement solutions. Our name is derived from Latin for "hives" - nature's perfect form for millions of years - bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA™. Reshaping Customer Experience™. For more information, visit www.alvaria.com/en-gb. Follow Alvaria on Twitter at [@Alvaria_Inc](https://twitter.com/Alvaria_Inc). #ReshapingCX

