

Day-Timer Pairs Excellence in Time Management with Superior Online Customer Communications

SITUATION

With more than 60 years of leadership in personal organizers, the Day-Timer® brand is synonymous with time management. Beyond the industry success story lies another equally important story: the company's 20-year successful record of technology innovation in customer service.

With its foray onto the Web in 1998, the Pennsylvania-based retailer has consistently harnessed the power of cutting-edge technology to improve services and support for its thousands of customers across the globe.

CHALLENGE

Already at the forefront of contact center management in the late 1990's, Day-Timer was constantly striving to improve the efficiency and effectiveness of its back-end and customer-facing technologies.

In 2001, the company sought an email management solution that would do more for both its call center staff and online customers than its current Microsoft Outlook capabilities. After extensive research, they chose InstantService's email solution largely due to its easy-to-use, comprehensive feature set and practical transaction-based pricing.

Three years later, the company was ready to raise the bar even higher in support of its growing online customer base. This time, they went looking for a live chat solution. This time, InstantService again was the choice.

SOLUTION

Contact center supervisors and agents use the InstantService integrated agent console, including chat and email functionality, to communicate with customers effectively, easily and quickly. Key features and capabilities include:

- **InstantService Agent Console:** The integrated, multi-panel user interface is available on 65 agent and management desktops. Built into one efficient screen, agents can move quickly between applications to more efficiently service customers.
- **InstantService Email:** Day-Timer utilizes 45 different routing mailboxes to keep track of the flow of communication — which provides insight into the correspondence drivers and how they can improve performance.
- **InstantService Chat:** Day-Timer offers chat on the site using the innovative "Smart Button" technology from InstantService. This technology offers the chat function to customers only when agents are available. If the queue is full or there are not agents available, the technology will not offer the opportunity to chat at that time, which ultimately provides a better customer experience.

RESULTS

InstantService email and chat are well-entrenched at Day-Timer. "Daily and seasonally, InstantService solutions are essential components of our operations and the positive online experience we offer to our customers," said Steve Addy, Contacts Center Project Manager, Day-Timer.



FACTS AT A GLANCE

- Global leader in time management and organizational tools matches superior product with superior service.
- Optimizes online customer communications with Instant Service email and chat solutions:
 - Speeds customer response times, sales and support
 - Balances staff and traffic levels across phone, email and chat
 - Decreases phone hold times
 - Increases agent productivity



"We want our online communications to deliver immediate satisfaction to our agents and our customers — we've nailed that goal with InstantService email and chat solutions."

Steve Addy
Contacts Center Project Manager
Day-Timer

CUSTOMER CASE STUDY

InstantService, Inc. is a leading provider of customer communication technologies for online businesses and contact centers. InstantService offers an integrated suite of live chat, email management, knowledge base, Web site analytics and lead capture solutions to increase sales and enhance customer service.

