

Mason Companies Inc.

Opportunity

Mason Companies Inc. is a family-owned business that began more than 100 years ago. Today, Mason owns and operates 10 businesses that sell everything from shoes and apparel to bedding and electronics through their E-Commerce websites and direct mail catalogs.

Mason remains committed to its customers, employees and the Chippewa Falls, Wisconsin community where they are headquartered.

As a thriving multi-channel retailer that has a call center with approximately 330 agents between two locations, Mason struggled to forecast and schedule efficiently and effectively using spreadsheets. Scheduling was done from scratch each week and was taking about 20 hours. Mason began to look at workforce management solutions in early 2016, shortly after a director was appointed to oversee the call center. The objective was to be able to forecast based on the fluctuation within the business day, and the ability to make schedule adjustments quickly.

Also, due to the nature of their business, Mason was dealing with seasonal spikes where staffing needed to adapt rapidly to deliver an outstanding customer experience. Consequently, Mason required a flexible solution to fit the seasonality of their business.

In addition, Mason knew they had to manage a culture change and training initiative as their agents and leaders had no previous workforce management software experience.

Solution

When looking for a workforce management solution, Mason's main requirement was simplicity, ease of use, integration to other tools and systems, as well as reporting, which was crucial to their business.

After exploring several workforce management vendor solutions, Mason opted for Verint® Monet Workforce Management™ (WFM). With Verint Monet WFM, Mason can generate reports for real-time adherence, build accurate forecasts and schedules with the ability to monitor and alert their agents as well as the ability to make on the fly adjustments to their schedules.

As a cloud solution, Verint Monet WFM allows Mason to adjust to their seasonality spikes based on usage. Additionally, training and support provided by Verint Monet, provided a smooth learning experience for managers and agents.

VERINT.
MONET

Customer Success Story



Solutions

Verint® Monet
Workforce Management™



Industry

E-Commerce Retailer



Region

Americas

Results

- Administrative time reduced by 90%
- Schedule adherence increased from 60% to 80%
- Number of calls per agent improved by 7%

“Verint Monet is a quality solution for different spectrums of the call center worker. It has made me more efficient with my time and has allowed me to provide more timely and accurate data to the leaders and agents I support.”

-Kieth Tietz, Workforce Management Specialist, Mason Companies, Inc.

Benefits

Soon after implementing Verint Monet WFM, Mason started to see positive results in scheduling more efficiently. The administrative time to develop schedules was considerably reduced. Prior to implementing this WFM solution, scheduling would take up to 20 hours per week. After, this was reduced to approximately 2 hours per week. Staffing variability was also improved, due to the ability to schedule in 30-minute increments.

During the benchmarking phase in preparation for introducing schedule adherence, the contact center agents were averaging around 60% adherence. After implementing Verint Monet, and introducing schedule adherence metrics and reporting to the contact center, the average moved to ~ 80% within 30 days.

In addition, over time, the number of calls per agent improved by about 7% due to better adherence and productivity metrics implemented.

The Customer Engagement Company™

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