



onPeak Averages 95% CSAT Score in its Contact Center using Sharpen

COMPANY: onPeak

INDUSTRY: Events Services

COMPANY SIZE: Mid-size

KEY RESULTS: 95% CSAT score

Challenge: *onPeak needed an enterprise contact center platform that could easily scale their mission of providing exceptional, one-on-one service experiences to the millions of customers they help each year while also making life easier for its agents.*

Solutions: *onPeak chose Sharpen as their contact center platform to replace its on-prem ShoreTel system to provide scalable personalization in their customer journey, improve their agent experience and increase customer satisfaction.*

Results: *onPeak has reduced hold times by 75% as a result of intelligent routing and callback capabilities, which has led to an average customer satisfaction rating of 95% in the contact center.*

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onPeak is the world's leading provider of accommodations for the events industry, booking millions of hotel rooms for events like Comic-Con, which draws in +100,000 attendees.

onPeak's senior director of operations, John Hunt, spearheaded a new customer experience initiative transitioning onPeak from their outdated, overly complex, on-prem ShoreTel system to Sharpen's cloud-native, omni-channel contact center platform. Since the change, onPeak has increased their customer satisfaction rate to 95 percent in their contact center, reduced agent sick time by 65 percent, and cut expenses by a third.

The Shift to Simplicity

Prior to Sharpen, onPeak was using one of the most popular on-premises systems, paired with about a dozen different support contracts, to connect their contact center to their customers. By 2013, John Hunt, the company's senior director of operations, and a team of customer satisfaction experts realized the installed system just wasn't delivering the experience they wanted for sustainable growth. The team needed a better way to help their customers.

After evaluating their current toolset, Hunt found several roadblocks to growth and experience aspirations. First, the contact center was using siloed services, making it tough for agents to conduct simple tasks, like routing a call.

Second, feedback from a cross-functional team of IT, client services, and operations revealed their current platform was just clunky and hard to use. It took a lot of time to administer, and it wasn't intuitive for agents to navigate.

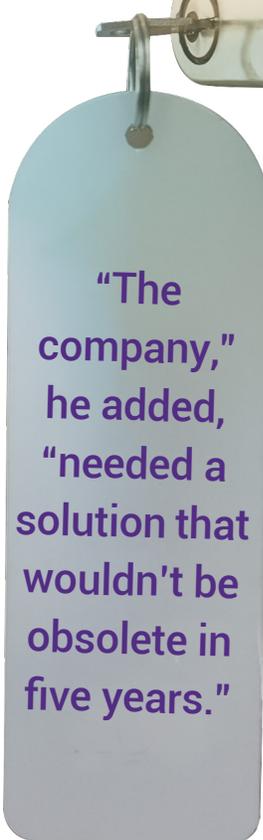
"We were acquired and had separate contact centers when we deployed the Sharpen platform," Hunt said. "That left us having to manage three PBX systems with redundant carriers, T1s and a number of other telco complexities."

To Hunt, it became clear that the ShoreTel system, while industry standard, was not designed for today's customer-centric

organizations. It was time to make a fundamental shift in how the team thought about technology, its customers, and how the service experience would impact growth.

"It didn't make sense to continue down a road that was going to segue [in directions we didn't want to go]," Hunt said. The company, he added, needed a solution that wouldn't be obsolete in five years.

The team went searching for a cloud-native partner that offered out-of-the-box solutions that could be tailored to their strategic priorities – without tagging in IT or another third-party administrator. They wanted a solution that could create the kind of personal customer experience you'd expect from a shop down the street that could scale up for their hundreds of thousands of bookings. And, they wanted to boost the customer satisfaction rate and make life easier for their agents.



"The company," he added, "needed a solution that wouldn't be obsolete in five years."



Getting Personal with the Sharpen Platform

The onPeak team got started by using the Sharpen platform to create a stand-out, cohesive customer experience, but found the technology empowered their contact center agents to do their jobs better and to actually like what they do.

"We're all about quality of service, but we also believe our frontline agents must be happy to provide that," Hunt said.

"Sharpen enabled us to quickly and cost-effectively support work-at-home agents, which has improved the quality of their lives. They no longer have to fight traffic and pay commuting costs. This has left them with more time for their families, which supports our 'family first' policy. What's more, agent sick time has dropped by about 65 percent."

onPeak's agents handle, on average, 300,000 inbound and outbound calls annually. With more than 60 percent of them working from home, making routing and other changes quickly and from anywhere is critical.

"Sharpen has made it incredibly easy to manage all these remote agents," Hunt said. "I can literally whip out my iPhone and set a new inbound call route in one minute."

And, using Sharpen's insights and analytics, Hunt and his team at onPeak found they could optimize their customer journey in a way that made sense for their unique business goals.

"We look at typical performance indicators, but those aren't what drive us," Hunt said.

"The beauty of Sharpen is that it gives us a single, easy-to-use system for flexibly monitoring, scoring, and coaching agents. The platform's use of analytics aggregates all this data to give us insights based on what's uniquely important to us. And this functionality is included. Those are typically expensive add-on features with other vendors."



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Outstanding Results that Keep Getting Better

According to Hunt, the onPeak team started seeing results immediately. The conditions were right, in terms of the culture and people, and key stakeholders had bought into the process, which was critical to making the shift to Sharpen a success.

"Sharpen's intelligent routing and callback capabilities have helped us reduce hold times by about 75 percent," Hunt said. "This, among other capabilities, have helped our contact center maintain an average 95 percent customer satisfaction rating, which is higher than our overall company rating of about 93 percent."

Along with the superstar customer satisfaction rating, the company also cut costs by a third after switching from its ShoreTel system to Sharpen.

"It was a relief to no longer have to deal with servers, trunks and so on," Hunt said. "Now, instead of having to pull in a bunch of IT people who understand all that infrastructure, we can maintain it ourselves."

What's remarkable, he added, is that the savings were realized despite dramatic growth and an acquisition at onPeak.

"The Sharpen platform allowed us to combine our businesses and consolidate centers," he said. "As a result, we were able to absorb all these extra costs while actually expanding. And instead of replacing IT staff that naturally attritioned out, we were able to reduce that group by more than half."

Equally important, the Sharpen platform centralized what had been multiple segmented business units.

"Our deployment gave us a central system to broker what had been a bunch of siloed communications across our business units," Hunt said. "That was essential in order to maintain our quality of service following the acquisition."

Less tangible, but no less of a benefit, Hunt said, is the character, helpfulness, and willingness of Sharpen's support team that has made the partnership so valuable.

"I had been warned that as Sharpen grew we wouldn't get the same treatment," Hunt said. "Well, they've grown, and nothing has changed. Sharpen's service and support teams are super responsive, just like they were on day one."



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About Sharpen Technologies

Sharpen has developed the agent-first contact center platform. Our proprietary Agent Experience Score (AXS) gives contact centers a way to measure and track performance and agent well-being. And, our cloud-native, omni-channel platform gives agents a single interface for communicating across any (and every) channel from anywhere in the world. Sharpen was founded in 2011 and is headquartered in Indianapolis, IN. Visit sharpenx.com or contact us at **855.249.3357**.