

CASE STUDY

VoiceNation saves H.O. Penn money, creates better customer experience

In the middle of the night, when an emergency backup generator fails, there's no leaving a voicemail and waiting for a call back. That kind of call warrants 24/7 live answering coverage.

H.O. Penn, a Caterpillar® dealer on the east coast, needed a consistent, trustworthy system in place when it came to generator service and repair. Anthony Bannister, customer experience manager, was tasked with the project of finding such system to handle after-hour requests with speed and efficiency.

"We need to have technical staff available to go out 24 hours, 365," Bannister said. "When someone has a generator go down or just has an issue, they need to call us after hours. We need to be able to field that call, get the caller to the right person and then action whatever is needed based on what the reason for the call is."

THE NEED FOR 24/7 SERVICE

It was clear to the management team that a 24/7 answering service to be able to dispatch technicians all hours of the week. An answering service was hired, but Bannister was finding it difficult to manage the service, especially in terms of on-call scheduling.

"We wanted to have it very easy for us to have call lists that you'd use that we could change very easy on our end," he said.

THE STRUGGLE TO FIND THE RIGHT SERVICE

H.O. Penn needed more than just a simple answering service. Whatever service the company chose needed to be able to handle complex clients. Changing and updating the on-call schedule was a high demand of the company. The on-call schedule was not static, as scheduling often changes do - whether it was weeks in advance or on the fly.

Whenever Bannister needed to make changes to the on-call schedule, he had to go through a long, complicated process with the answering service's customer service team. The ease of use simply wasn't there.

That's when H.O. Penn moved to VoiceNation for its answering services.

Updating the on-call schedule was easy to do with VoiceNation's online dashboard and if ever Bannister ran into an issue, he has a dedicated account manager to help right away.

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CUSTOMER SATISFACTION

Now that the on-call operations are running smoothly, the company has seen an uptick in positive customer experience.

“We wanted customers to just phone in, get dealt with and that’s it,” he said.

A USEFUL TOOL

In addition to being a reliable answering service, VoiceNation’s technology has been a benefit to Bannister. He said the online dashboard is a helpful tool for after-hours service quality assurance.

“That dashboard is so helpful,” he said. “I can see the calls we had on Monday, the other ones on Saturday, and you know, I can see who’s calling, why they’re calling. I can see how long it took you to get in touch with someone and how it ended up.”

SAVING MONEY

VoiceNation has saved H.O. Penn money by assisting in its superior customer experience and by offering affordable plans and pricing.

“[VoiceNation is] a huge value and it’s doing what it’s supposed to do. It’s doing what we expect it to do.”

VoiceNation has all the live answering benefits at the most affordable cost. See how we can help your business by creating the best customer experience possible.

Give us a call to learn more! 877.679.3777
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