

Go Daddy® Maximizes Customer Contacts Using Intelligent Campaign Management

Go Daddy Increases Revenue and Agent Productivity by over 10% During Pilot

Background

The Go Daddy Group, including GoDaddy.com the world's largest domain name registrar, has grown to include more than 43 million domains under management. Go Daddy has become the world's premier choice for domains by providing innovative, competitively-priced products, delivering the highest quality customer service and by always appreciating and listening to its customers. Due to Go Daddy's explosive growth, the company needed innovative ways to improve customer care center operations to drive increased revenue and agent productivity while retaining high standards for customer service and satisfaction.

Go Daddy's customer care center of US-based agents contact customers for several reasons:

- Help customers set-up and activate new products
- Cross-sell new products and services
- Thank customers for renewals
- Resolve payment issues

Goal

To keep up with the volume of new customers, Go Daddy needed to use technology to help maximize customer contacts while growing staffing levels. To continue to achieve high levels of customer service and satisfaction, Go Daddy was seeking the tools to get the most out of each agents' efforts.

The loss in productivity of even a few minutes per agent every month translates into significant revenue forfeits.

Solution

Prior to implementing a dialer and campaign management system, Go Daddy's agents were manually researching accounts before placing calls and time was being wasted waiting for calls to connect as well as leaving voice-mail messages. Go Daddy chose to implement a Cisco UCCE Outbound dialer complemented with OnQ, an automated campaign management solution from ALI Solutions ("ALI"). OnQ automates outbound campaigns, list management and policy compliance. With OnQ, the organization is able to eliminate unwanted interruptions while applying the best contact strategy for each customer and adding visibility as well as flexibility to the Cisco dialing system.

“*We chose to work with ALI and Cisco to deliver a dialer with fully-integrated campaign management capabilities. ALI's expertise in getting the most out of outbound calling campaigns has helped us achieve our productivity and revenue enhancement goals very quickly. We knew that ALI's team would work with us to ensure that we attain the return on our investment we are looking for. We are happy with the results we've achieved thus far and expect them to continue to improve.***”**

— Miguel Lopez
Vice President,
Customer Care
Center for
Go Daddy



Increasing Agent Productivity

OnQ improves agent utilization by centralizing and automating campaign management. Each day OnQ loads the new file of records to be dialed and segments it into call lists based on the pre-set segmentation criteria. OnQ monitors demand from each active campaign and delivers small batches of records as they are needed. This just-in-time approach enables real-time strategy changes, delivers calls to available agents, adjusts to fluctuations in contact rates, all while agents remain logged in to a single campaign, avoiding idle time. As a result, agents spend less time waiting for calls and more time talking to customers – ultimately resulting in greater productivity and increasing contact rates.

Powerful Features for Added Compliance and Control

OnQ enables Go Daddy to maximize the effectiveness of each outbound campaign. OnQ delivers innovative approaches to:

- Centralize and automate campaign management and contact tracking
- Provide real-time record delivery to meet fluctuations in demand
- Easily segment lists and execute dynamic rules regarding recall and phone strategies
- Schedule campaigns and calling strategies days in advance and modifying in real-time, as needed
- Flexibly modify campaign settings to accommodate changes, in real time as needed
- Test different strategies in an unbiased manner through a single campaign

OnQ also has an intuitive business user interface for outbound calling campaigns, providing more flexibility and control. When integrating OnQ with the Cisco dialer, dialer administrators can easily manage the increasing complexity of blended environments with the same resources they have always had.

Results

In the initial pilot the combination of the Cisco dialer and OnQ increased agent productivity by 10% and revenue by 10%. Using OnQ for campaign automation, Go Daddy's agents are continuously working with less idle time and higher contact rates. By limiting agent downtime through call rate monitoring and automatically adjusting the volume of records sent directly to agents to match their demand, agents spend more time talking to customers, generating revenue and retaining and growing profitable relationships. Working in conjunction with the Cisco dialer, OnQ is helping Go Daddy maximize agent utilization and productivity, and increase operational efficiency.

Go Daddy is in the process of rolling-out OnQ to all of their agents. The organization continues to assimilate the features of the dialer and the campaign management system into the outbound contact process and expect to further improve productivity, for example by integrating the ability to leave automated voice-mail messages. To help Go Daddy's customer care agents adjust to the faster pace of calls in the new environment, Go Daddy is using a combination of training and incentives. Agents are excited about having new tools to help them continue to achieve and exceed their revenue and customer satisfaction goals.

With a ten-year record of delivering innovation in call center operations, OnQ is the solution of choice for getting the most out of each outbound calling campaign -- lowering the cost per contact and increasing sales. OnQ provides organizations with better control and better flexibility to adapt to campaign changes based on calling results. By actively managing campaigns using automation, teams see a significant reduction in agent idle time, an increase in contact rates, and less manual intervention with dialer administration. OnQ can grow with organization by first tackling the basic improvements offered through campaign automation, and then supporting Go Daddy as they move toward more advanced approaches such as champion/challenger testing.

About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

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