

*“Now that we have Envision, the agent evaluation process is no longer something that we have to do, but something that we want to do. Our quality scores are higher and our agents reach that higher level more quickly. In a short time, we’ve seen how Envision benefits us and we look forward to expanding its use throughout our organization.”*

**Renee Bergman**, Director of Reservations and Sales

## Camis Hikes Up Agent Quality Scores Faster, Increases Coach to Agent Ratios and Gains the Scalability It Cyclical Business Needs with Envision

**If you’ve booked a reservation for space at a public park or campground in Canada, Michigan or Washington State, chances are, you spoke to a Camis contact center agent.**

Camis began when an innovative Canadian park operator, Doug Camis, needed a more efficient way to manage campground reservations. When he couldn’t find a great solution, he developed the campground reservation and point-of-sale software himself.

His product was an immediate hit, quickly implemented at numerous parks and supported by a small help desk set up in his garage.

Everything changed in 1998, when the Ontario Ministry of Natural Resources wanted to centralize the task of taking reservations for its various parks with an external provider. Camis bid on 10 locations, won the contract, and a company was born.

Camis started out with a single contact center location in Guelph, Ontario, Canada, and have since added two more contact centers housing agents as well as Camis’ help desk technicians who support the company’s software customers.

Due to the seasonal nature of the campground business, the number of agents staffing Camis call centers varies greatly. From May through August, the two centers average more agents and then scale down during the winter. Most of these agents are university students who contract with Camis for the busy months, then leave to for school in the fall.



### Results

- Improved service quality
- Reduced new-hire phone training time by 50%
- Fewer escalated issues
- Improved call resolution

### Industry

- Software, networking and reservations solutions for parks and campgrounds

### About

- Two Contact Centers, & Operations
- Supports government customers throughout Canada, Michigan and Washington state.

With this level of churn, training agents and coaching them to attain high quality levels quickly are critical to Camis' success. However, its previous call recording and coaching software was unreliable at best, leaving Camis managers spending more time writing trouble tickets than helping agents. So, Camis made the move to Envision's Click2Coach, and started seeing positive results right away.

"Click2Coach has really improved our coaching and performance because now, we can get our agents feedback just as soon as they get off the phone," said Victoria MacKenzie, human resources coordinator for Camis. "They're not waiting for two weeks until they meet with their coach. Instead, they get real-time, immediate feedback that they can apply to the next call."

Although their agents' tenures are often short, Camis offers a generous incentive program to keep these contractors motivated. If an agent receives a 98 percent rating, that agent earns an extra 50 cents for each hour he or she worked throughout the contract term.

"We actually raised that target rating from 97 percent to 98 percent after we started using Click2Coach, because our agents started reaching call center expectations more quickly," MacKenzie explained. "Before Envision, it took approximately two months for employees to reach the target quality rating. Now, it averages one to one-and-one half months."

## Better, More Efficient Coaching

Since implementing Click2Coach, Camis leaders have received positive feedback from employees and coaches alike. Employees appreciate getting evaluations and feedback quickly, as well as the ability to track their own performance from month-to-month.

"In training, we tend to focus on the norm. But, with Click2Coach, we can capture the questions that aren't covered in basic training, but come up from time to time," MacKenzie said. "This capability makes our coaching more complete and enables us to share best practices with both of our contact centers."

Not only is Camis accelerating staff performance with Click2Coach, but the company is also increasing efficiency. Instead of its previous ratio of 15 agents to one coach, it can now increase that ratio to 20 to one, while still optimizing performance.

## Analytics Recording, Agent Dashboards and More

Envision enables Camis to meet its customer requirements, too. With some government contracts, the company is required to provide full recordings of each phone interaction involving that client. Because Camis agents take calls for multiple clients, segmenting those recordings used to be a challenging task.

With Envision, managers can run reports on specific clients in minutes, easily segregating the calls associated with those clients. Also, the combination of the agent dashboard and eLearning helps keep agents informed at their desks.

Everything works together to improve customer service and keep Camis going strong.

"Customer service is critical to the success of our organization. Envision gives us the capabilities we need to continually improve that service standard, as well as the flexibility and scalability a company like ours needs. Because of Envision, we were able to expand our contact center best practices to our remote location in Michigan. We couldn't have done that as quickly or successfully without this tool. — Cassandra Hudson, Operations Manager Camis.

### Since implementing Envision Click2Coach, Camis has:

- Increased performance targets from 97 percent to 98 percent.
- Decreased time agents reach performance target from 2 months to 1- 1½ months.
- Reduced coach to agent ratios from 15:1 to 20:1.
- Improved coaching through immediate feedback.

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901 5th Ave, Suite 3300, Seattle | 206.225.0800 | [envisioninc.com](http://envisioninc.com)

SUCCESS STORY

#### Envision Click2Coach and Click2Coach Cloud.

For more than 20 years, Envision has been providing award winning solutions that optimize customer experience by turning data from customer interactions into action, making an intelligent impact on your business that leads to exceptional customer experiences. Data from phone, e-mail, web chat and social media interactions can help quickly identify patterns and trends, optimize operations and transform customer relationships. Envision delivers innovative software solutions, in the cloud or on premise, to optimize your workforce. With our integrated line of Click2Coach products, customers get voice of the customer analysis, performance management, desktop analytics, speech analytics, interaction and compliance recording, quality management, workforce management and coaching and eLearning. Visit [www.envisioninc.com](http://www.envisioninc.com), email [info@envisioninc.com](mailto:info@envisioninc.com) or call 206.225.0800 for more information.

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