envision®

"With Envision, we have everything we need to manage and improve contact center performance – coaching, eLearning, workforce management and analytics – in one place. I can pull reports, drill down and look at trends. The insight we need is at our fingertips."

Jeannine Larson, Contact Center Director

Bodybuilding.com started out small, the brainchild of a visionary with a passion for fitness and for helping people reach their personal best

Today, this Idaho-based e-commerce icon is the largest online sports nutrition company and the most visited bodybuilding and fitness website in the world.

Its contact center is the hub of customer interaction, where all types of people connect with Bodybuilding.com representatives by phone, email, chat or social media. There are no IVRs and no wait times – calls are answered as soon as they come in. Then, the rep is encouraged to spend as much time as necessary to motivate, inform or help that customer get the right supplement for his or her fitness goals.

Back when Bodybuilding.com was a small company, its contact center worked quite well with manual quality assurance and workforce management processes. But then, growth exploded. Sales were increasing by 30 percent every quarter. The contact center hours were expanded to 24/7, and 36 new reps were added to the 60 who were already there.

"We were growing, but everything was so manually based that it was like living in the Stone Age," explained Porter Marshall, contact center manager for Bodybuilding.com. "We needed a more accurate way to forecast staffing, coach our reps and manage quality assurance."

Results

- Reduce QA evaluation time by 50 percent
- Improve staffing accuracy while expanding shift options
- Enhance rep quality through more comprehensive coaching tools

Industry

- Retail

Bodybuilding.com leaders found everything they needed with Envision

The company implemented Envision's Click2Coach® and Quality Management, eLearning, Workforce Management, Performance Analytics and Speech Analytics in September 2011 to add muscle to its already strong service standard.

In a customer-centric culture like Bodybuilding.com's, quality is key. So, the company employed six quality assurance (QA) specialists who monitor and provide feedback to the 96 phone reps at a rate of three to four evaluations per rep, per week.

Before Click2Coach, QA specialists had to manually find the exact place in the voice recording they wanted the rep to hear, attach records, add notes to the email and eventually send it to the rep – a process took about 30 minutes. Now, they can automatically capture and mark the place in the voice clip, add the comments and send.

Also, since implementing Click2Coach, each QA specialist can now complete evaluations in 50 percent less time. That efficiency enables Bodybuilding.com to increase the number of phone reps without adding quality assurance specialists – and complete the same number of evaluations per rep, per week.

Staffing

With a consultative, 24/7 operation with no IVR for overflow, staffing is critical. With Envision's Workforce Management, Bodybuilding.com's contact center leadership can successfully map staffing to volume, and look at different options, like split shifts, to accommodate reps who are also students.

The company is also using the "shift bid" feature, which allows reps to "bid" on different shifts, with the recipient determined by the highest quality analysis. Not only has this process motivated reps to increase quality, but also has improved morale.

Even with all of its features, Envision's Workforce Management isn't complex to use

"Two weeks after we hired a new Workforce Manager, he jumped right in and started using Envision with no problem," explained Jeannine Larson, Contact Center Director for Bodybuilding.com. "That's a real testament to how easy this and all the Envision products are to use."

In the contact center world, knowledge is power. So, it comes as no surprise that Larson and her staff love Envision's analytics dashboard, which provides the real-time information they need to continually improve the customer experience.

The dashboard enables her leadership team to review call calibration for individual agent quality, track manager call reviews, and identify the number of the reviews yet to be completed – all of which was previously handled manually, via spreadsheet. The dashboard also displays trends and tracks PCI compliance—a must for e-commerce companies like Bodybuilding.com.

Envision's speech analytics is also a favorite, providing a fast way to spot trends, identify reps requiring coaching as well as quickly uncovering service issues or marketing missteps, so these can be quickly remedied.

For example, if Larson hears the words 'I apologize' a lot, she researches what has gone wrong – a missed delivery, a product shortage or other issue. Speech analytics keeps her on top of what Bodybuilding.com customers are saying and how her reps are responding.

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