

“Click2Coach is a tool with which we measure our quality of sales service and use the results to refine the coaching process towards gaining optimal customer service.”

Marcus Adä, Vice President Sales

Ingram Micro in Dornach is the leading wholesaler of information technology products in Germany

The company offers a comprehensive market-driven product range of more than 350 leading IT suppliers and services in the areas of e-commerce, finance, marketing and logistics for over 35,000 trade customers.

Since May 2009, Ingram Micro has used Envision’s Click2Coach. Agents are informed in advance of the respective collection period, and the coaches then provide the call recording evaluations from the quality monitoring for analysis. These results are provided, together with the coaching, to the agent. Every individual has the opportunity to meet both their own requirements and the requirements of the quality management system at Ingram Micro.

“Our sales staff forms the image of the company to our customers. If a customer service professional is friendly, helpful and ready, then happy customers will call again. A consistently high level of quality in service, especially in contact with customers, is an important basis for a successful business.” Marcus Adä, Vice President Sales, Ingram Micro Distribution GmbH

“Satisfied customers are the basis of our success. It is therefore self-evident for Ingram Micro to constantly optimize our distribution services over our reseller partners.” Marcus Adä, Vice President Sales of Ingram Micro Distribution GmbH



Results

- Development of individual strengths in phone sales
- Increasing motivation
- Significant time savings in the coaching process

Industry

- Technology

Click2Coach in Endurance Test

At Ingram Micro, Click2Coach was used in a first test phase with two sales teams. During this time, the conviction grew for the use of the software with the sales agents and managers. There was also consistently positive feedback from both sides. “Finally Click2Coach at Ingram Micro was exclusively used to strengthen individual skills in telephone sales,” notes Marcus Adä. The participants were able to see the benefits of coaching and grow in a very short time.

The relationship of trust between the guide, executives and sales agents is essential to the success of the training. During the conversation, the supervisors act as coaches, and make suggestions. They discovered that the learning effect by “reliving” the customer interactions is extremely high. For example, the sales agent can identify when he speaks too fast, and which sales tools provide the best support. The initial concerns about Click2Coach have quickly turned into enthusiasm, and the knowledge gained from the interactions is now being implemented on a strategic level.

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SUCCESS STORY

Envision—Contact Center Performance Assured.

Envision helps companies better align and integrate the people, processes and technologies within the contact center to drive exceptional customer service. Our belief is that continuous agent improvement helps maximize every contact with customers, which ultimately drives increased contact center and enterprise performance. Envision Centricity is a complete Workforce Optimization suite to aggregate, monitor and analyze data and performance at the agent, contact center and enterprise levels. It is comprised of multiple applications including Envision Workforce Management™ for scheduling, forecasting and staffing, with applications for quality monitoring, identity protection and compliance, and analytics; and the industry-renowned Envision Click2Coach® for fully integrated quality monitoring and management, e-learning, automated coaching, robust analytics and performance management capabilities. Visit www.envisioninc.com, email info@envisioninc.com or call 206.225.0800 ext. 500 for more information.