

Melco Embroidery

Embroidery hardware and software manufacturer

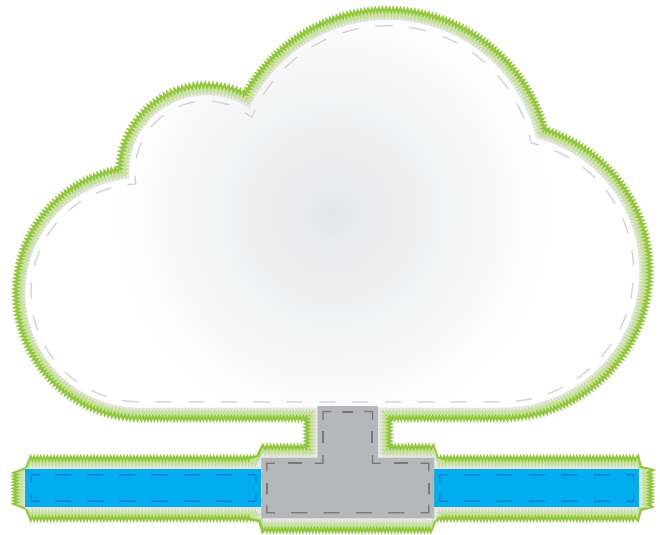


The Organization

Melco is an embroidery machine and software company with history in the apparel industry dating back to 1972. All of Melco's embroidery equipment is engineered and developed in the United States and their corporate headquarters are located in Westminster, Colorado. Melco believes that training and support are vital to the business owners who purchase their equipment as their business models often depend on the machines and software running efficiently.

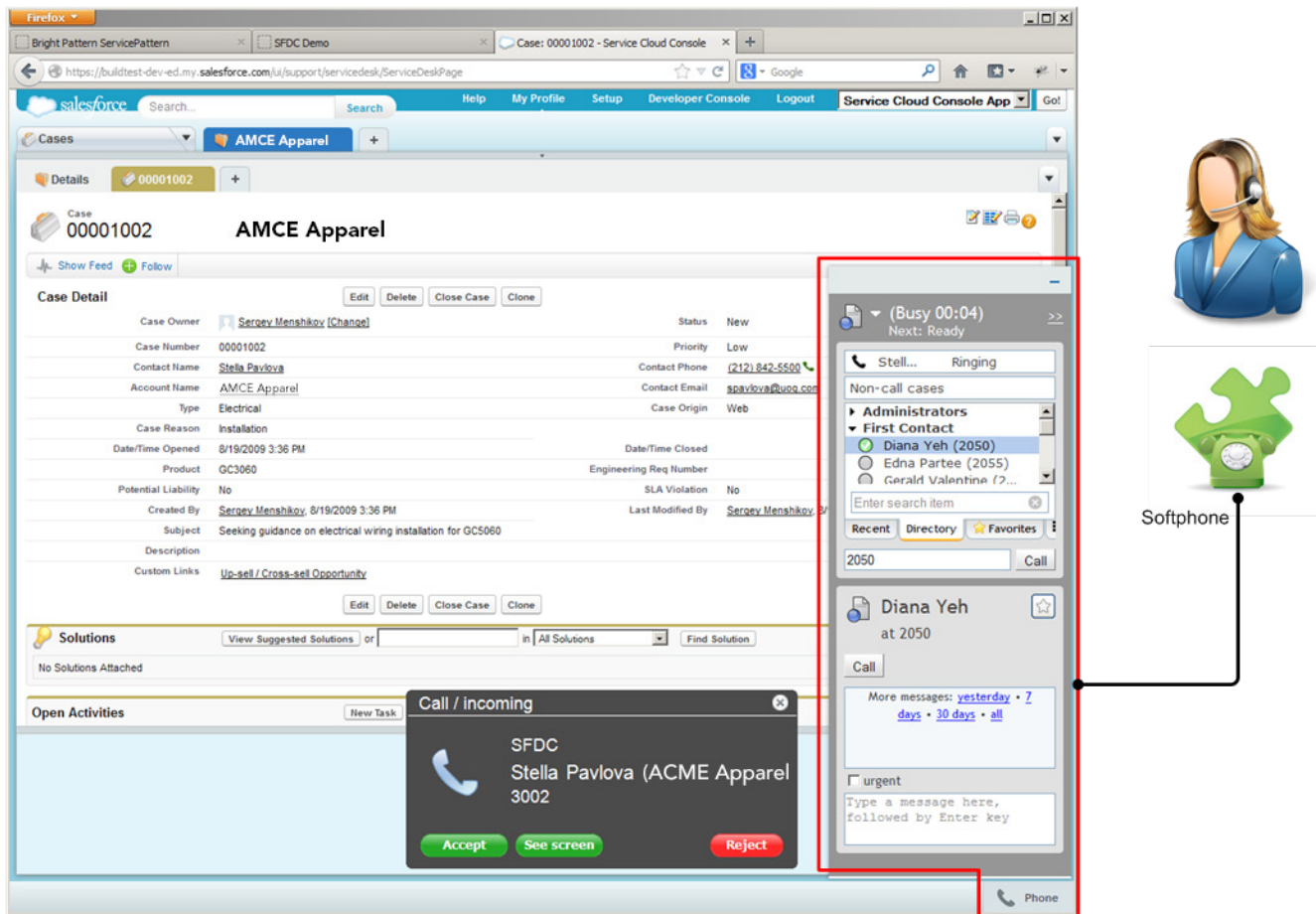
Motivation for Change

Melco is committed to providing the best possible customer experiences for their customers and their technical support team is a dedicated group of experts ready to help customers via phone, internet and their growing social network, MelcoWorld. Typically customers call this support line for technical issues related to the machine or software such as the network interface or installation challenges to troubleshoot on their computer, and/or to diagnose a broken part. The phone support is designed specifically for newer products under warranty or extended warranties. To ensure that their technical support staff spent time on the appropriate types of calls, Melco wanted to find a way to filter callers according to whether the product they were calling about was covered by warranty. Those with products under warranty would be transferred to a technical support representative and those with products outside of warranty would be directed to the appropriate source for assistance. Sorting through these callers was taking up valuable time and resources for the technical support team.



Desired Solution

Melco sought a solution with a built-in Interactive Voice Response (IVR) that could integrate with their ERP system to identify callers by looking up the serial number of their product and automating the call treatment.



The image displays a screenshot of a Salesforce Service Cloud console. The main window shows a case titled "AMCE Apparel" with details such as Case Number 00001002, Contact Name Stella Pavlova, and Case Reason Installation. A "Call / incoming" notification is visible in the bottom right corner, showing the caller's name and phone number. To the right of the console, a softphone interface is shown, featuring a "Ringing" status, a list of administrators, and a "Call" button. A green puzzle piece icon labeled "Softphone" is positioned below the softphone interface, with a line connecting it to the softphone's interface.

Why Aspect

Ultimately, Melco selected Aspect's cloud contact center solution, Aspect® Zipwire™ for its industry-leading built-in IVR functionality, scalability and support of remote representatives. In addition, Zipwire had the capability to support customers across multiple channels should Melco decide to use those features in the future.

The Results

Since implementing Aspect Zipwire, Melco Embroidery has seen a dramatic decrease in their average hold time due to Aspect integrating Zipwire with Melco's ERP system. Now, when a customer calls the technical support team they are prompted by the IVR to input the serial number of the product they are calling to service. If the customer's product is in warranty they are passed

to a technical support staff member. If the product is out of warranty, the customer is directed to Melco's online knowledge base. Prior to this all customers came into the call center in one queue and it often resulted in longer than ideal hold times as technical support representatives had to vet the calls.

“It is really important to us to have a call center software that we can rely on. Many of our customers’ main business operations rely on Melco’s embroidery machines and software. When they have an issue with one of our products, we need to get them running at full capacity as quickly as possible so they can get back to managing their own business. With Zipwire we have a strong backbone to support our technical support team’s communications with customers. We have confidence in Zipwire to keep us running at all times.”

– Dan Sweeney, Technical Support Manager at Melco Embroidery

The team has been especially pleased with Zipwire's ease of use and friendly technical support representative interface. They now see the caller ID and complete caller history right on their screen. In addition, the team has the capability to login remotely as-needed and add representatives in times of high volume. The process to remote-in is seamless and the call quality excellent.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

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