



ResourceOne

Direct marketing company pivots to the cloud for more agile customer service and to pursue new business opportunities



The Organization

ResourceOne's mission is to design and implement direct marketing solutions that help their clients succeed in today's highly competitive marketplace. The company is headquartered in Tulsa, Oklahoma and has 600 employees throughout the country. Through direction and wisdom, ResourceOne works to provide excellent counsel and outstanding services to its clients. ResourceOne believes in strong teamwork and unmatched creativity to help clients achieve the results they seek through printing, creative solutions, distribution, fulfillment and mailing services.

Motivation for Change

Several years ago, clients that had been using ResourceOne's printing and creative solutions requested that the company extend their services to include contact center outsourcing. ResourceOne recognized the correlation between providing exceptional customer experiences and marketing, and subsequently built a services division and contact center to handle customer service inquiries, event registration, and order fulfillment for its clients. The outsourced offering is enabling ResourceOne's non-profit customers to realize cost savings, obtain dedicated expertise, and better manage resources to more effectively engage and serve their donors.



Desired Solution

As a long-time customer of Aspect, ResourceOne had been using an on-premise Aspect® ACD system that was over ten years old and soon to be end of life. ResourceOne engaged a variety of vendors to explore solutions in the on-premise and cloud market. They quickly realized that a cloud deployment model would be the best fit for their needs. Cloud would provide flexibility, scalability and cost savings that they couldn't get with a premise solution. The IT team was on-board as it would eliminate the need for hardware and on-site system management, enabling them to focus on other priorities with peace of mind that the cloud contact center solution would be running.

Why Aspect

While ResourceOne had an existing relationship with Aspect, they became familiar with Aspect® Zipwire™ through Aspect's partner, Waterfield Technologies, an enterprise software and professional services firm providing voice and mobility solutions. ResourceOne realized that upgrading their contact center technology to Zipwire would provide them with unlimited scalability to grow their business and access to additional functionality such as email and chat for customer engagement. In addition, both ResourceOne and their clients like the peace of mind that a highly available, redundant cloud architecture provides.



The Results

Since deploying Zipwire, ResourceOne has been able to pursue a wider variety of new business opportunities due to their newfound capabilities and agility. Prior to the cloud solution, ResourceOne was limited in the number of phone lines they had. Now ResourceOne can take on new clients with seasonal fluctuations in call volume or marketing campaigns that drive spikes in inquiries.

“From our clients’ perspective, the transition to Zipwire has been very smooth. We’ve experienced no downtime, call quality is high, and we have more robust offerings through the omni-channel capabilities. Our customer service representatives are excited about the new opportunities with Zipwire because the solution makes it easier for them to do their jobs and provide excellent service. They have more visibility into caller information and a friendly user-interface to work in.”

- Rosie Rickard, Vice-President of Operations at ResourceOne

From a quality perspective, ResourceOne’s clients have the ability to listen to any recorded call and provide feedback to ResourceOne if necessary. Both ResourceOne and their clients are happy with this arrangement as it keeps customer satisfaction high.

The IT staff no longer needs to invest in or maintain hardware for the contact center solution. Zipwire’s cloud deployment assures them that they always have the latest technology at their fingertips. ResourceOne’s IT Manager, Jerry Barbee said, “Our clients’ needs had changed, requiring us to update our technology to accommodate the growing demand for personalized, omni-channel communications. Zipwire provided that for us while easing day-to-day maintenance. No software to setup or install and the technical support has been outstanding.”

To view the video case study, please visit: <http://ow.ly/Awpk300nxd8>

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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. Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

