

**About**

PNY Technologies is a billion-dollar enterprise, distributing thousands of computer-related products including memory chips and graphics cards. The PNY call center relies on Plum iOn for on-premises IVR solutions that are robust, reliable, easy-to-modify and manageable.

Contact:
PNY Technologies
1-973-515-9700
www.pny.com

Plum Delivers an IVR-Based Automated Help Desk Solution for PNY Technologies

Key Requirements

- Live modification of prompts and other IVR information
- Ease of maintenance
- Rapid implementation
- 24x7x365 reliability
- Integration with Avaya Definity
- Solution Implementation

The PNY Technologies tech support call center has a difficult job: supporting literally thousands of product SKUs from both the current and prior product lines. Product pricing is aggressive, and lifetime support guarantees are standard. Hence, profitability depends on handling support as efficiently as possible. PNY turned to Plum Voice to supply the most effective and economical IVR solution for the task.

IVR had been in use by PNY for years. The company had relied on both an Avaya ACD and an Avaya IVR as the key call center technologies. But the Avaya IVR system carried significant disadvantages. Reliability was questionable, and maintenance was onerous and expensive. Most problematic, even minor changes to the IVR call flow required a knowledgeable technician to be brought in. Each change also required a complete system shutdown and reboot. With product changes occurring on a weekly basis, the Avaya solution proved far too expensive to maintain.

Plum offered a compelling alternative. The IVR call flow was constructed with flexible VoiceXML. Administration and maintenance of the Plum Voice platform is dramatically easier than it was with the Avaya IVR. A browser-based utility allows for real-time changes to the call script. Call script "nodes" are added, deleted, or modified in real time, without any need to shut down the system. And thousands of nodes of answers to FAQs have been added without the assistance of a technician or programmer. Each node could employ pre-recorded prompts or text-to-speech voicing. And the changing of pre-recorded prompts was as easy as possible: a new .WAV file can be recorded and uploaded to the IVR application by anyone on the call center team.

The Plum system integrates with the Avaya Definity switch to receive ANI and DNIS information, while enabling both blind and bridge transfer. Once installed, real-time system monitoring was enabled, ensuring rapid service and support and the best possible uptime.

Ongoing Benefits

Easy, real-time modification of the IVR application - The PNY product set changes with the seasons, and each product requires a slightly different set of options on the IVR system. Avaya's system required shutdown of the machine with every change. Plum Voice enables management and modification of the PNY IVR application in a straightforward and convenient manner. The PNY team can access the IVR from any workstation, as management utilities are browser-based. Via this browser interface, PNY makes real-time changes to the structure and content of the information presented to callers. Changes are made without any interruption to existing calls. There is no need to shut down or reboot the Plum system; callers are served around the clock, without interruption.

24x7x365 monitoring and remote management - PNY has not faced any system outages of their Plum VoiceXML IVR system. But 24x7x365 monitoring of the system will enable both Plum and PNY to respond expediently if a problem should arise. The Plum operations center receives detailed, round-the-clock feedback from the system at PNY's call center. If software maintenance or repair is required, remote maintenance boards allow the Plum operations staff to rebuild the PNY system from the BIOS up. If hardware maintenance is required, Plum offers both 4-hour onsite maintenance and next-day cross shipment of a full operational replacement.

Easy and affordable expandability - There is no practical limit on the expandability of the Plum iOn system supplied to PNY Technologies. Additional telephony gateways can be added to handle the company's ever-increasing call volume. Setup of additional gateways can be accomplished in a matter of minutes, and all gateways can be managed from a single centralized administration UI. Plum's VoiceXML application server and admin, housed on the initial VoiceXML IVR system installed, can manage thousands of simultaneous ports.

Lower call center costs - Now that PNY's IVR system is robust and easy-to-manage, callers are increasingly satisfied with using the automated system and are relying less and less on the assistance of live operators. Roughly 60% of calls to PNY support lines are now handled entirely by the Plum VoiceXML IVR system. And average call length has decreased by roughly 20%, indicating that callers are finding the information they need much more efficiently than before.



Plum Voice makes interactive voice response (IVR) more effective, providing organizations with the tools and control they need to develop, measure and improve voice applications for great caller experiences, improved contact center ROI and lower overall customer service costs.

131 Varick Street, 9th Floor | New York, NY 10013

US: 1.800.955.7586 | UK: 0845.355.3330

sales@plumgroup.com

For more information, visit www.plumvoice.com.

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