CASE STUDY: CosmoCall Universe™ Provides a One-Stop-Shop for Customer Service at One-to-One Service.com

The Internet has had a profound effect on how companies interact with their customers. From traditional brick-and-mortar companies to dot.com online businesses, companies that are not responsive to customers in the new economy risk losing those customers.

Privately held service provider One-to-One Service.com has ridden the wave of Internet-related customer service management since its inception in 1997. In the late 1990s, the volume of e-mail that companies were receiving from their customers was becoming overwhelming. The Champaign, Ill.-based company was founded as a systems integrator and service bureau, providing software to organize and speed up answers to incoming e-mail, and if desired, assuming the management over online customer service operations for individual companies.

Today, being responsive to customer e-mails is just one component of quality customer service management. Customers want the speed of service that the Internet provides without losing the personal interaction of working with a customer service representative.

Industry studies estimate that it costs 6-10 times more money to gain a new customer than it does to retain an existing one. Further, $1 spent on customer service is estimated to yield 12 times more revenue than the same amount spent on advertising.

The challenge for companies is to leverage the technology to improve the customer interaction process, without appearing that they are hiding behind that technology.

A One-Stop-Shop for CRM Services

Recognizing the evolving market for technology-driven customer service management, One-to-One Service.com sought to become a one-stop source for a suite of multi-channel solutions where its customers could manage all the customer contacts via a unified platform, regardless of whether the interaction was by telephone, Internet, chat, email or fax.

CosmoCom was, and continues to be, clearly ahead of the pack. Its products are architected from the ground up to be a multimedia, multi-channel, fully IP-based solution.

One-to-One initiated a search for a partner that had the combination of robust functionality and ease of integration with its own suite of Knowledge Management (KMS) and Customer Relationship Management (CRM) solutions.

That search led it to CosmoCom.

"CosmoCom was, and continues to be, clearly ahead of the pack," said Scott Whitsitt, president and chief executive officer of One-to-One Service.com. "Its products are architected from the ground up to be a multimedia, multi-channel, fully IP-based solution. A lot of the other packages out in the market that claim to be multi-channel actually started as a single point solution and then added disparate components through acquisition. One of the things that really attracted us to CosmoCom was that it was clearly architected from the beginning to handle both telephone-based and Web-based collaboration."

One-to-One Service.com offers a suite of integrated customer service management solutions called its iService® Customer Interaction Suite. The iService suite incorporates:

- iService Contact, a software-based multimedia, multi-channel contact center solution based on CosmoCall Universe™. The system is designed to handle telephone, voice and video over the Internet, as well as keyboard chat, interactive voice response, e-mail, voice mail and fax – all in a single, unified platform.

- iService Assistant, a robust information database that is integrated with iService Contact. Activated by each customer contact, the product allows a company's customer service representative to quickly locate pertinent information about the customer, such as call notes and transaction histories. Assistant also provides an easy-to-navigate, database-driven knowledge base that allows a company's customer service representative to quickly and consistently answer questions.

Whitsitt said that iService Assistant enables CosmoCall Universe users to improve customer service interaction.

"The iService Assistant helps make contact center personnel more productive and improves the customer interaction process," he said. "It is integrated with CosmoCall Universe so customer service representatives can view all previous interactions between the customer and the company. It can also be used as a tool to ensure customer service representatives have the most up-to-date product and company information at their fingertips. Companies also can implement iService Assistant to automatically provide immediate self-help over the Internet, which frees the customer service representative to handle higher-level customer issues."

A Virtual Success Story

We can route any type of customer interaction -- telephone call, e-mail message, voice mail message, Internet chat call, or fax -- to any agent regardless of location. This provides us a significant competitive advantage over our competition..

One example of a company reaping the benefits of the iService Contact, powered by CosmoCall Universe, is Financial KeyoskTM, an online insurance agency funded by the financial services giant Zurich American Insurance Company.

"Using an IP-based contact center solution, such as CosmoCom, allows us to leverage a distributed workforce across multiple locations," said Richard Williams, chief technology officer and senior e-commerce consultant at Financial Keyosk. "We can route any type of customer interaction -- telephone call, e-mail message, voice mail message, Internet chat call, or fax -- to any agent regardless of location. This provides us a significant competitive advantage over our competition."

Financial Keyosk is able to recruit and retain seasoned professionals who telecommute rather than work in a centralized office environment. With IP-based CosmoCall Universe, Financial Keyosk can maintain a "virtual call center," with employees having the ability to access the system from virtually anywhere in the world via the Internet.

Open Architecture for Quick Integrations

Whitsitt added that CosmoCom's open architecture, and its rich set of application programming interfaces (APIs), enables One-to-One Service.com to quickly and efficiently integrate with its iService Assistant solution, customize the system for a customer's existing call center, and deploy the total solution in a fraction of the time it would take for other applications.

"We can integrate, customize and deploy CosmoCall Universe in about 30% less time than it would take with other applications that aren't as open and modular," Whitsitt said. "In addition, CosmoCall Universe is architected to be truly multi-tenant, allowing us to add other clients without having to go

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through a new re-install or a whole new set of servers, which in turn, enables us to service our clients faster and more effectively."

Whitsitt estimates that implementation for the iService suite ranges from a few weeks for a hosted solution to a few months for an in-house implementation.

One of the reasons that One-to-One Service.com can quickly and efficiently deploy the suite of customer service management solutions is its own experience integrating and implementing CosmoCall Universe into its data center in Columbus, Ohio, with remote administration from its central Illinois headquarters.

The Perfect Solution For Growing Companies

One-to-One Service.com is also a value-added reseller and applications services provider (ASP) for CosmoCom, offering the iService Customer Interaction Suite to small- and medium-sized companies that ordinarily could not afford the up-front capital investment of software, hardware and additional IT staffing requirements needed to manage an in-house customer service management system. These companies can start with a small number of seats and increase the number as their business grows.

The ASP model enables those companies to reap fast and measurable return on investment on their technology investments.

The ASP model enables those companies to reap fast and measurable return on investment on their technology investments. In addition, the tight integration between CosmoCall Universe and the iService Customer Interaction Suite enables One-to-One Service.com to further reduce the deployment time and expenses associated with implementation of customer service management systems. One-to-One Service.com also serves as a systems integrator for large companies that want to maintain the solution suite in-house.

"The best part of teaming with CosmoCom," Whitsitt said, "is that the client gets best-of-class customer relationship management solutions that incorporate e-commerce, eCRM, and knowledge management, all tailored to meet their individual needs. Our mission is to make it easy, and we do that by delivering it as a solution which is already integrated and turn-key for the customer."

In its first year as an ASP in 1999, the company recorded more than $300,000 in revenues. The following year, revenues for One-to-One Service.com more than tripled to over $1 million. In 2001, the company continued its rapid growth.

As the Internet-related customer service management sector continues to grow, the suite of iService -- powered by CosmoCom's CosmoCall Universe -- will continue to help One-to-One Service.com exceed the needs of companies throughout North America.

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