

## Advantage Communications Creates Fully Customized CRM Tool for In-Store Photographic Printing Service Provider.

### ONE OF THE LARGEST ON-DEMAND PHOTOGRAPHIC PRINTING SERVICES IN NORTH AMERICA.

#### RETAIL SERVICES TECHNOLOGY

This company provides support to businesses globally in digital media such as photo finishing, business and social stationary, among other services. Key partners include Costco, Sam's Club, CVS/pharmacy, Wal-Mart Canada, Black's Photo, Loblaws, Fujifilm, Kodak, Marks & Spencer's and more.

They provide support to their retail partners' customers via phone, webform, and live chat in English and French, 7 days a week. Customer inquiries range from product and promotion queries, to how to create albums, troubleshooting and assisting software applications, placing orders, and order status.

**Project Date:** August 2012 – Present

### SITUATION

The company was unhappy with their current provider and looking for an outsourcer to partner with. They were in need of agents that could provide their clients with service from A to Z. They had to be able to provide tech support 101 but still have a flare for customer service.



### SOLUTION

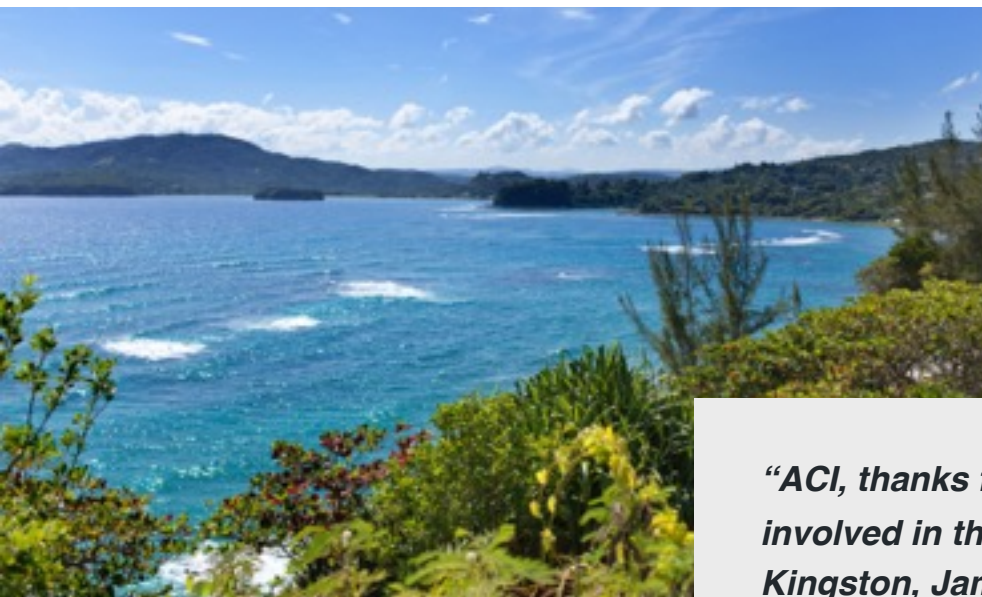
To offer the best support possible, Advantage Communications created a fully customized CRM tool to meet the client's specifications. The CRM tool, named RUBI, is easily accessible from a mobile device and allows the user to manage tickets, see the queues and maintain and update through their smartphone or tablet.

ACI trained customer service agents on the technical support elements of their software. This ensured our agents were able to assist clients with troubleshooting help but also establish a rapport and work together to help the client create a finished product they were pleased with.

## RESULTS

ACI's CRM tool, RUBI, is able to easily provide the client with customer analytics and business intelligence to help them improve their product and service delivery.

To help them with their cost-saving endeavour, ACI was able to have the Kingston, Jamaica contact centre up and running within 30 days to support their peak season.



The client's peak season occurs during Christmas within a 3-week period. ACI was able to meet this extreme increase in volume via a combination of creative scheduling strategies along with a carefully planned out expansion of their workforce, which grows by about 550%.

***“ACI, thanks for the unique opportunity to be involved in the launch of your new location in Kingston, Jamaica. The decision to blend our support solution between Canada and Jamaica was an important one. The processes and leadership involvement we’ve come to know of ACI has most definitely carried over to the Caribbean.”***

Senior Director of Operations

### CONTACT

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