



Challenge

The call center in Milacron's Servtek division is focused on building long-term, loyal customer relationships by responding to service requests, replacement part orders, and a multitude of other call-in requests. As a company with a history of 100+ years, 30,000 machines in production, over 200,000 replacement parts, and numerous back-end systems that run the business—including a new ERP system—representatives in the call center were faced with navigating through a complex maze of tools and systems to get to the right information for each customer call.

Goals

- Automatically present customer contact information and history during call initiation (screen pop)
- Present relevant data from disparate applications
- Minimize time spent searching and retrieving critical data
- Provide immediate access to knowledge management resources
- Easily track quotes to orders
- Eliminate redundant efforts by representatives
- Reduce hold times and abandon rates
- Track performance analytics

Solution

Milacron's Servtek chose Cincom Synchrony for its powerful unified agent desktop that automatically presents customer information and history, as well as access to supporting systems and resources. In addition, Synchrony manages Servtek's inbound interactions, and tracks and measures trends and performance in the call center.

Key Synchrony benefits

- Improved call response times by 73% (call abandon rate fell to 4%)
- Reduced call volume by nearly 20% with advanced shipping notices
- Saved manpower
- Reduced hold times
- Quotes to orders now tracked
- Access to key resources including Oracle's JD Edwards EnterpriseOne ERP system
- Business performance visibility through analytics and reporting

Profile in success: **Milacron**

Information Silos UNITE at the Desktop

Cincom Synchrony improves efficiency and effectiveness.



A Unified Desktop Enables Better Customer Experience in the Call Center

Milacron is a global leader in plastics processing and metalworking technology. From automobiles and appliances to milk jugs and toothbrushes, Milacron's technologies help leading companies manufacture the world's favorite products. They strive to be the one-stop supplier of choice for the needs of plastics processors.

Milacron machines and technologies are mission-critical to its customers, and some of its machines have been running in customer plants for over 80 years. Milacron's Servtek division is responsible for ensuring its machines stay operational through inventory planning, warehousing, shipping, and a service-focused call center. The Servtek division has used Cincom Synchrony as its core call center technology since 2000.

Built-in Complexities at the Desktop

Milacron's Servtek call center has to deal with more than just connecting customers with qualified representatives. Over the past 100+ years, Milacron has amassed over 4,000 customers with over 30,000 Milacron machines in operation. If a warranty or replacement part is needed, service representatives must have access to its 217,000 part numbers (SKUs), 29,000 of which are carried in inventory. Customer information, pricing, outstanding quotes and orders, and shipping status must be readily available. Time spent retrieving this critical information could take minutes causing significant service delays and call abandonment. With so many silos of data and customer information, Milacron needed to address its disjointed and complex agent desktop.

Bringing Order to the Chaos

In 2000, Milacron selected Synchrony as their desktop and call center solution. Because of the inherent complexities of its call center, they felt strongly about integration with legacy systems and knowledge management resources right from the beginning. Synchrony's unified agent desktop helped them quickly retrieve the correct information to respond to customers faster and with a higher degree of accuracy.

It all starts with the "screen pop." When a customer calls, Synchrony's desktop populates with the customer's entire history, including machine model, service history, warranty information, inventory availability, and shipping status. It also provides a history of any interactions the customer has had with the call center so the service rep can immediately see any open issues. Time spent retrieving this information has gone from several minutes to a few seconds.

The Latest Integration— a New ERP System

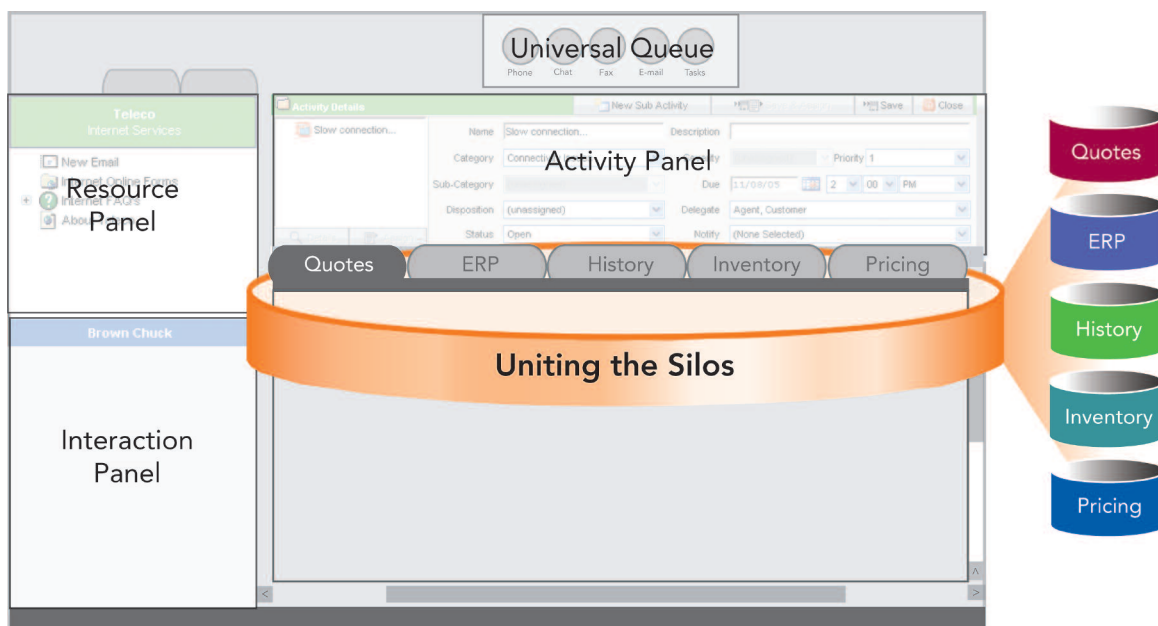
Milacron recently implemented Oracle's JD Edwards EnterpriseOne ERP system, so it was critical that Servtek's call center integrate with the new system. Synchrony's flexible architecture allowed seamless access to the new functionality, giving Milacron's service reps immediate access to a new back-office system, from the same, familiar Synchrony unified desktop.

As with any ERP implementation, detailed planning and coordination were critical. Milacron was able to go live with the new ERP system, and the call center never missed a beat when customers called.

If a customer is having specific problems with a part, the agent can see that from the customer history. Sometimes there is a unique requirement for parts, or a part is no longer available. There are engineering solutions to deal with those situations, and Synchrony shows that information.

Another gaping hole prior to implementing Synchrony was the inability to link quotes to orders. Typically, customers call first for a quote, and then call back to place an order. Synchrony lets Servtek identify who has called for a quote and whether that quote has been converted into a sale. This ability is powerful for the service representative and powerful for managing the business.

The Synchrony Desktop



Synchrony's unique smart tabs provide immediate access to the multiple systems needed to interact—and change dynamically based on the customer and why he is calling.

Building Trusted Customer Relationships

Building, nurturing, and expanding customer relationships are key to Milacron's success, and the Servtek call center plays an important role. Manufacturing machinery is a significant investment, and Milacron works diligently to ensure its customers are satisfied. One way to accomplish this is to build trusted working relationships between service representatives and specific customers. Synchrony's skills-based routing enables Milacron to deliver calls immediately to a certain agent based on a unique skill set or previous contact with the customer. Typically, customers don't know who they spoke with on previous calls. Before Synchrony, Servtek might have had five or six people working on a problem because the caller had spoken with several agents. Now Synchrony detects that the customer talked with "Joe," and can turn the problem over to him. As a result, service levels improve, the customer is more satisfied, and the representative knows he has made a positive impact.

Synchrony's desktop and interaction management capabilities have had a significant impact on Servtek's performance—a whopping 73 percent improvement in response times.

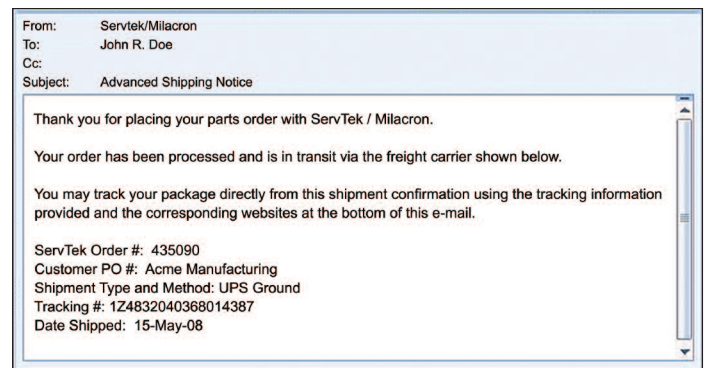
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– Steve Hayden, Servtek Unit Manager
Milacron



You Can't Manage What You Don't Measure

Just as crucial as the improved service has been Synchrony's reporting and analytics engine. After implementing Synchrony, Milacron began trending the reasons for customer calls and identified that over 20 percent of calls were related to shipping status. In other words, customer wanted to know when they would receive their replacement part. Armed with this knowledge, They implemented an advanced shipping notice process that automatically alerted customers with shipping and tracking information. As a result, call volume dropped 20 percent, they were able to allocate a service representative to a higher priority function, and most important, customers were more satisfied.



Call volume dropped 20 percent when Milacron implemented an automated Advanced Shipping Notice process as a result of insight from Synchrony reporting and analytics.

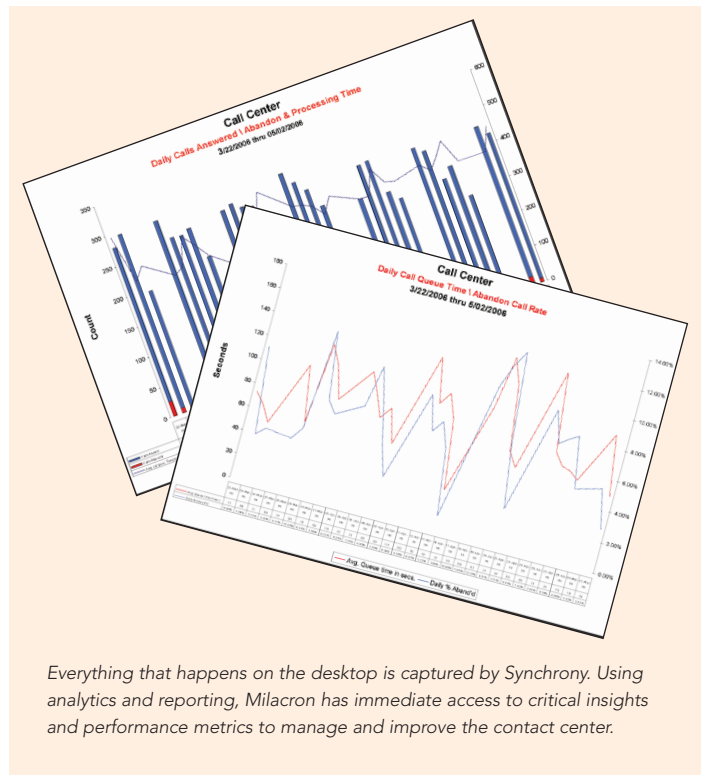
On a daily, weekly, monthly basis, analytics are critical to Servtek. Traditional call center statistics like calls answered, abandon rates, hold times, and call durations help ensure the call center is meeting its service level goals as well as identify problem areas. Synchrony's reporting and analytics give immediate access to real-time statistics as well as historical data for more in-depth analysis.

In the future, Servtek plans to take analytics even further. They would like to understand more about customers requirements—not just what they quote. For example, say a customer has 25 molding machines. Milacron knows that customer should be buying a lot of specific parts, but they are only getting those calls when the customer can't get the parts somewhere else at a better price. Milacron suspects they could be doing more business and Synchrony's drill-down analytics can help uncover these pockets of opportunity.

Efficient and Effective

In the end, Synchrony has enabled Milacron to greatly improve efficiencies in the call center. For example, call abandon rates fell to 4 percent from 10–15 percent, and call response times improved by 73 percent. In addition, by implementing an automatic advanced shipping notice, call volume dropped by nearly 20 percent, enabling Servtek to do more with its existing staff.

Service representatives are also more effective than ever. With immediate access to customer contact information, history, knowledge resources, and back-end applications—including a new ERP system—representatives are providing better and faster service. Plus, supported by Synchrony analytics, Steve Hayden and other Milacron executives can continuously monitor, measure, and improve both efficiency and effectiveness in the call center—both critical to enhancing Milacron's customer relationships and growing its business.



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