



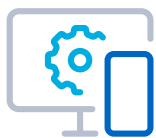
ALSCO CASE STUDY

Global Rental Company **Increases
Up-sells by 42%** with RiverStar



CHALLENGE

With a growing customer base of 140,000, AlSCO recognized that gaining insight into customers' experiences could not only help improve customer service processes, but could also provide a wealth of new up-sell opportunities. As part of the end-to-end customer service process, AlSCO partnered with RiverStar to build an application to support agents as they surveyed customers who recently contacted the customer service team. To begin the project, AlSCO was benchmarked against other companies. Following this benchmarking, AlSCO surveyed customers. As a result, three key drivers of customer loyalty were identified:



1. Number of issues customer had in last 12 months



2. Number of times customer has contacted customer service



3. Time required to resolve customer issue



ABOUT ALSCO

For more than 120 years, AlSCO has pioneered the commercial textile services industry, providing high-quality rental of linens, uniforms and hygiene products.

"The application created and maintained by the RiverStar team has outperformed our expectations. Our agents have an easy-to-use interface that gathers critical customer insights and presents customers with new offers at the right time in the process."

Jim Divers
Sales and Marketing Director
AlSCO

The RiverStar solution determined exactly which AlSCO branches have customer service issues and identified the optimal process to increase customer loyalty. AlSCO contacts roughly 20% of its customers each year, and another 20,000 customers are surveyed at random.

RiverStar created a customer survey agent desktop application using RiverStar Studio. The application managed the process for AlSCO customer service agents as they made outbound survey calls. Aiming for complete integration, RiverStar created a unified agent desktop with InContact's dialer platform

When the call is made, the agent desktop application walks the customer (and the agent) through the survey. At each step

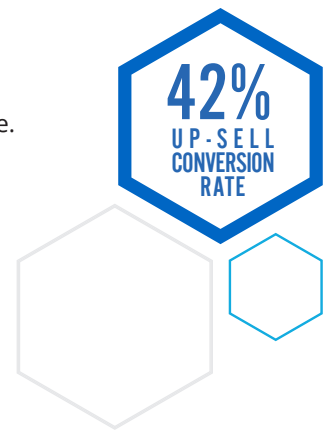
in the process, the application is analyzing responses based on business rules established by AlSCO. If certain conditions (responses) are met, a case is created and an email alert is sent to the appropriate manager. If the case is not closed within a particular time frame, the case is escalated.

After several years of operation, AlSCO decided to switch their dialer platform from inContact to Five9. In a few weeks, RiverStar was able to switch the integration from inContact to Five9 with no changes in agent functionality or disruption to the users.

THE RESULTS: INSIGHTS AND UP-SELL OPPORTUNITIES

AlSCO has gained invaluable customer insights and a method to benchmark customer satisfaction. The RiverStar solution revealed that when a single issue goes unresolved, the likelihood of renewal drops from about 74% to 18% unless prompt action is taken that succeeds with first call resolution rate. This finding magnified the priority of making sure there are no customer service issues and an even higher priority to resolve any issue on the first contact.

After administering the survey, the RiverStar engine determines if a potential up-sell opportunity exists and will accurately direct agents to pursue an up-sell process with the customer. The added benefit of filtering customer surveys for opportunities has **generated a 42% up-sell conversion rate** with the solution.



ABOUT RIVERSTAR

RiverStar delivers software and consulting services for companies that rely upon their inbound or outbound contact center as a key part of their business. Our software empowers developers to create workflows that integrate with internal systems and are 100% unique to how their business runs. Our consultants assist with specialized points of integration — and are experts in extending the value of existing systems by creating custom desktop workflows that work with these systems to streamline complex customer-facing processes. RiverStar helps our customers achieve tangible results, such as **increasing agent productivity by 35%, conversion rates by 25% and first call resolution rate by 20%** — as well as **reducing call handling time by 10% and training time by 50%**. Some of the world's largest organizations across multiple industries have entrusted RiverStar with their complex customer-facing processes.

20 Danada Square West
Suite 260
Wheaton, Illinois 60189

PHONE: 800.945.6399

FAX: 630.858.1050

info@riverstar.com