

Evolved Call Center **unifies** Apple Vacations workforce.

Location
Newtown Square,
PA

Industry
Travel

Apple Vacations Customer Profile

Apple Vacations, a subsidiary of Apple Leisure Group, is a charter vacation company that offers discount flight or all-inclusive, luxury, family, last-minute, and golf vacations, as well as honeymoon packages and group travel deals. Its destinations include Mexico, the Bahamas, Costa Rica, Panama, Hawaii, the Caribbean, Mexico, the United States, and Europe. Founded in 1969 in Newtown Square, the company operates out of its original location with the addition of regional offices in Chicago, San Jose, and Boston.

An Overview

Apple Vacations on-premise telephony and call center platform was underperforming, had reached end of support, and was far too complicated to program basic operations such as call routing. Each of its two call center locations had unique call routing and custom reporting requirements, both of which changed fairly often.

Business Situation

Apple Vacations sought a Hosted PBX and Call Center solution that would enable employees to work from home and enable administrators to define custom call center rules and make changes easily.

Situation

Apple Vacations on-premise telephony and call center platform was underperforming and had reached end of support. It was not only dated, but was also far too complicated to program basic operations such as call routing. In fact, the company only had two people in the entire organization with the programming skills required to work the system – a clear business risk.

The company faced the same issues when it came to call center reporting. Only one person could program the reporting and they manually distributed printed reports each morning. Apple Vacations only had access to four real-time reports, and those did not accurately provide the valuable forecasting or scheduling the company required.

Exacerbating the problem was Apple Vacations operation of two separate call centers in different states. Because their call center was premise-based, they essentially operated as two unique call centers that did not share staff and could not balance call loads across the two locations. Each of the two locations had unique call routing and

custom reporting requirements, both of which changed fairly often. As a result, the company became less agile and efficient, and productivity suffered.

As Apple Vacations evaluated new systems they added additional considerations like the ability to provide flexible work hours, provide higher customer service levels, and improve employee productivity in the call center by empowering employees to work from home or other remote locations. After an extensive search Apple Vacations decided it wanted its new call center to be hosted in the cloud and selected Evolve IP, The Cloud Services Company™ to design and implement the solution.

Solutions

Evolve IP's call center and hosted IP Phone system provided a fixed monthly budget and eliminated a significant CAPEX expense, and, because calls are now queued in the cloud, Apple Vacations realized a significant reduction in traditional telecom expenses due to the removal of "lines" to support

Products

- The Evolved Office Suite

Solution

Using Evolve IP's Evolved Data Center, and Call Center their business now has a powerful, remote-capable work environment.

callers waiting in queue. It also answered all of Apple Vacation's requirements including:

- Defining custom call center rules for each of its two locations
- Training employees on how to develop these rules themselves using Evolve IP's easy-to-use tools.
- Each location's key operators could now generate custom reports, or use one of The Evolved Call Center's 16 custom reports that ship with the platform.

scheduling, thanks to The Evolved Call Center's advanced reporting capabilities.

Apple Vacations' business leaders have customized the 16 pre-configured reports to the point where they are now generating dozens of custom reports weekly, daily and even in real time through Evolve IP's Dashboard application.

For the first time, the company has the deep insights and forecasting ability that it has long sought. Now, Apple Vacations' front-line supervisors have more control

“The Evolved Call Center has given us **maximum visibility, flexibility, and productivity in our daily call center operations.”**

Shannon McCain, Resource Development Manager, Apple Vacations

Once the call flows were determined and the cloud-based infrastructure supporting Apple Vacations' remote workforce was finalized, the official launch date was set. On launch day, at Apple Vacations' headquarters, senior executives from both Evolve IP and Apple Vacations watched the system go live without a hitch.

Benefits

Since moving to the cloud with Evolve IP, Apple Vacations can now change call center routing and other operational rules on a case-by-case and location-by-location basis. Its newfound flexibility also allows management to staff as seasonality and demand dictates. In addition, Apple Vacations' executives at both locations now have accurate forecasting and

and greater visibility on the floor than ever before.

In addition, they now have a powerful, remote-capable workforce of 60 people, ensuring the highest levels of customer service for those calling into the call center. With its operations unified in the cloud, Apple Vacations can streamline its staffing across multiple locations as needed, regardless of the agents' locations. By allowing employees to work from home or any other location, Apple Vacations has boosted productivity and job satisfaction, as well as customer satisfaction.

With their new cloud-based solution, Apple Vacations has peace of mind, knowing that the network receives proactive monitoring to ensure uptime. Additionally, in the event

Benefits

- The remote workforce increased its productivity.
- Apple Vacations has peace of mind, knowing that the network receives proactive monitoring to ensure uptime.
- A significant decrease in routing issues.

of an issue at one location, the automatic failover between sites and on phone numbers means that no action needs to be taken by Apple Vacations staff to ensure that calls are completed.

Most important, Evolve IP continues to roll out new features and upgrades quickly and seamlessly using the cloud-based infrastructure. In the most recent update, Apple Vacations' at-home agents were involved early in the data and technical upgrade processes, where Evolve IP worked with them to ensure seamless business continuity. In the end, Apple Vacations continues to refine and reshape its cloud-based call center environment thanks to the flexibility of The Evolved Call Center

About Evolve IP

Evolve IP is The Cloud Services Company™. Designed from the beginning to provide organizations with a unified option for cloud services, Evolve IP enables decision-makers to migrate all or select IT technologies to its award-winning cloud platform. Evolve IP's combination of security, stability, scalability and lower total cost of ownership is fundamentally superior to outdated legacy systems and other cloud offerings. Today, over 77,000 users across the globe depend daily on Evolve IP for cloud services like virtual servers, desktop services, disaster recovery, unified communications, contact centers and more.

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