

Case Study

Western Australia's Real Estate Institute Enlists InGenius CTI to Deliver a Winning Member Experience



INDUSTRY

Real Estate; Membership

COMPANY

REIWA
Perth, Australia
reiwa.com.au

KEY IMPACTS

- Improved the member experience
- Enhanced business continuity and resiliency
- Deepened visibility into contact center performance
- Increased employee satisfaction and retention



With the help of InGenius, **The Real Estate Institute of Western Australia (REIWA)** has been able to drive operational efficiencies, deliver a superior contact center experience for both members and employees, and facilitate data-driven decision-making. InGenius has also become invaluable to REIWA's business continuity plan, allowing the organization to seamlessly transition to remote working when the COVID-19 pandemic hit. InGenius' deep reporting and analytics capabilities give REIWA's leadership team full visibility into contact center productivity and a more complete picture of the entire customer journey. With InGenius, REIWA can maintain the high-quality member service for which it is known, increasing member satisfaction, loyalty, and retention.

As Western Australia's real estate institute, REIWA makes buying, selling, and leasing property as simple as possible.

Background

As Western Australia's real estate institute, REIWA makes buying, selling, and leasing property as simple as possible for all West Aussies. REIWA is a membership organization representing over 1,100 agencies and more than 90 percent of operating real estate agents in Western Australia. The organization provides up-to-date market intelligence and advice for real estate agents, as well as relevant training, events, and networking opportunities. Representing the real estate industry in Western Australia, REIWA also lobbies the government on legislative change needed to ensure the health and success of the region's real estate industry.

"Sometimes you implement a new technology and it wreaks all kinds of havoc on your organization. Not InGenius. The computer-telephony integration worked how it was supposed to from day one, giving us a seamless connection between our phone system and CRM."

– Kieron Murphy

IT Operations Manager, REIWA



To achieve full visibility and enable better decision-making, REIWA's leadership needed accurate, consistent reporting.

The Challenge

Infrastructure Changes

Impacted by major changes to the telecommunications infrastructure in Western Australia, REIWA needed a way to maintain high-quality member support—critical to maintaining excellent member service. To meet the organization's IP telephony needs, REIWA first implemented the Cisco Unified Communications Manager (Call Manager) phone system with 100 percent softphone deployment. REIWA also recognized the value in replacing its legacy computer telephony integration (CTI) with a more reliable, flexible product in order to meet the evolving needs of the organization.

Visibility and Reporting

Prior to InGenius, when a member of the institute reached out with an inquiry, REIWA's contact center team was following different processes for logging interactions across different channels. To achieve full visibility and enable better decision-making, REIWA's leadership needed accurate, consistent reporting. Implementing a uniform workflow and call logging structure would allow the contact center team to monitor and report on phone calls in the same way as email and other digital channels. As a result, the organization now obtains a complete, journey-based view of member interactions within its Salesforce customer relationship management (CRM) system.

"InGenius is so flexible that we were able to easily customize the UI to align with our own internal processes and use cases. Adapting the call handling process to our workflows has allowed for a truly seamless fit within the organization."

— Jodi Wong

Executive Manager, Member Engagement, REIWA



Effectively manage staffing requirements based on fluctuating call volumes and enable a more modern work-from-home policy.

The Upland InGenius Solution

REIWA selected Upland InGenius as its new CTI technology for the depth of reporting and abundance of productivity-enhancing features it offered. Automated screen pops directly within Salesforce provide customer service representatives with readily available, detailed caller information. It also allows representatives to transfer that screen—along with the caller—to their supervisor or another representative who may have more expertise in a certain area. By enabling a more efficient hand-off between agents, REIWA has improved the member experience.

The flexibility of the InGenius solution also allows REIWA to tailor the tool to its unique and evolving business requirements. Easily customizing the InGenius user interface (UI)—for example, by changing button positioning and button functions within the Salesforce-embedded UI—InGenius can further streamline processes and drive operational efficiencies.

The robust reporting capabilities available through InGenius help REIWA continually improve contact center performance and enhance the member experience. Integrated

call handling reports available directly within Salesforce—alongside other critical data points such as email logs—gives leadership full visibility into key performance metrics that foster better decision-making.

Key Results

With the Upland InGenius CTI connector for Salesforce and Cisco Call Manager, REIWA has been able to uncover deep, data-driven business insights with the detailed reporting information now available directly within its CRM. REIWA can also more effectively manage staffing requirements based on fluctuating call volumes and enable a more modern work-from-home policy. Member services representatives are equipped with the tools and technologies they need to deliver an exceptional experience, and management has the visibility they need to track and monitor service delivery—even when employees are working remotely.

Unlock Data-Driven Insights

REIWA's management team now has a more holistic view into member interactions with the organization. Reports such as average handle

time, call results, and inbound and outbound call volume facilitate better decision-making and service-level benchmarking.

Enable Responsive Staffing

Call volume and agent presence reports have helped REIWA manage employee schedules around known upticks in inbound calls. This helps ensure there is always someone available to handle member inquiries and provides visibility into agent workload.

Empower a Remote Workforce

When the COVID-19 pandemic struck, using Upland InGenius in conjunction with the - Cisco Call Manager phone system enabled contact center staff to quickly and easily shift to remote home offices. The modern telephony infrastructure allowed REIWA's newly remote workforce to stay connected and productive. With advanced reporting and insights, REIWA's leadership team also had full visibility and confidence that member service levels were maintained. As a result, REIWA has permanently adopted a flexible work-from-home policy, allowing the organization to better attract and retain top talent.



For more information visit: uplandsoftware.com/ingenius/

Upland Software helps organizations just like yours increase agent productivity and earn happier customers with a seamless connection between your Avaya business phone system and your CRM. Equip your service, sales, and ITSM teams with the tools they need to drive customer satisfaction today!

