

Prince William County reduces hold time and increases efficiency with CloudHesive ConnectPath

Prince William County is located on the Potomac River in the U.S. state of Virginia. It's the second most populous county and as of 2021, has a population of 484,472.

THE CHALLENGE

Reporting, routing, and billing issues lead to customer frustration

Prince William County experienced multiple issues that created an uneven customer experience for citizens calling in to its contact center. Reporting issues throughout different departments also started to plague the county's transparent communication model. Calls were often routed to the wrong department, causing a poor customer experience. The county was already using Amazon Connect but needed additional capabilities to address these reporting, routing, and billing issues and didn't have time or budget for custom development.

Since the county was already familiar with CloudHesive's ConnectPath through several local call centers, it reached out to CloudHesive to find a solution.

THE SOLUTION

Deploying real-time reporting to address routing challenges

The CloudHesive team heard the county's request for a simple and speedy solution at minimal cost and so deployed CloudHesive's ConnectPath, a contact center as a service solution powered by Amazon Connect that combines a full-featured agent dashboard with a library of cloud services, on top of Amazon Connect.

CloudHesive's solution provided real-time metrics by queue as well as a global view, an agent dashboard showing the status of all agents and the time they have been in each state, and the ability to raise a hand to ask for supervisor intervention.

THE BENEFITS

Solving routing and reporting issues improves the customer experience

The country experienced zero down time during the integration and was able to receive full-service ticket assistance with CloudHesive product experts. The knowledge sharing, coupled with the familiarity of ConnectPath, put Prince William County at ease during this complex transition.

In addition to reducing the number of misrouted calls, Prince William County enjoyed the benefits of reporting segmented by department so that each department could better maintain and manage its own resources. The new reports also provided disposition data, which categorizes each call based on caller intent. This helped give each department a view as to the most frequent caller needs, an insight that helped departments create additional efficiencies.

The solution also enabled automatic scaling for seasonality, such as during property tax season. With the new system, the Tax Administration department took over 69,000 calls in 2022, each with an average hold time around just 4.5 minutes.



INDUSTRY

→ Government

SEGMENT

→ Public

REGION

→ NAMER



BRIAN COY, NETWORK GROUP MANAGER, STATED:

"CloudHesive was always eager to solve every problem that arose, no matter how trivial an issue it may have been. One example of their level of commitment to their customers: we experienced a speech path issue that they helped isolate and identify as an AWS issue. Even after determining the issue was not introduced by their product, they continued to stay engaged and provide guidance that ultimately assisted in the resolution. The developers of ConnectPath were fantastic to work with and always open to suggestions for product enhancement. They truly care about delivering a product that exceeds customer expectations."



Services that Drive Success

DEVOPS

- Deployment of CloudHesive ConnectPath for reporting and routing

CLOUDHESIVE TECHNOLOGIES USED

- CloudHesive ConnectPath

THIRD-PARTY TECHNOLOGIES USED

- Salesforce

CUSTOMER BENEFIT SUMMARY

- Reduced incorrectly routed calls
- Reduced average hold time
- Gained visibility into call dispositions, creating actionable insights for resource reallocation
- Smooth transition with zero down time or rollbacks

AWS TECHNOLOGIES USED

- Reduced incorrectly routed calls
- Reduced average hold time
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