

How Nutrisystem's Call Center Successfully Manages Spikes in Call Volume



About

Headquartered in Fort Washington, Pennsylvania, Nutrisystem is a commercial provider of weight loss products and services. Initially, the company offered weight loss counseling and products in brick and mortar centers, however in 1999 they moved to a direct business model, selling their programs via the Internet and a call center.

As a leader in the weight loss industry, Nutrisystem has helped millions of people over the course of 45 years, transforming their lives with a personal weight management experience that's simple to follow, effective, and unique.

Problem

Nutrisystem has a fairly seasonal business, which makes staffing for peak call volumes a challenge. When a call center experiences increases in call volume, hold times inevitably go up and abandon rates become an issue. Faced with this problem, Nutrisystem had two choices: Staff up for peak periods, or find a way to mitigate the effects of hold-time.

Like most call centers, Nutrisystem's goal was to operate as efficiently and effectively as possible. However staffing up to handle peak times is a costly, inefficient operating model, since agents would be underutilized during periods of lower call volume.

Customer

Nutrisystem

Industry

Health and Nutrition

ROI

Fewer Spikes in Call Volume
Lower Caller Abandonment
Higher CSat Scores

Nutrisystem



"We decided to engage with Fonolo and utilize their call-back solution as another means for us to establish an effortless customer experience."

– Bill MacBride
SVP, Customer Care Operations
Nutrisystem

Solution

The optimal scenario for Nutrisystem was to keep a consistent staffing level at the call center, across the various peaks and valleys.

Their focus was to eliminate the detrimental effects of hold time, without making any major changes to their existing call center infrastructure. Nutrisystem turned to Fonolo's In-Call Rescue solution, which gives callers the option of receiving a call-back when hold times are too long. Callers can simply "press 1 for a call-back" while Fonolo waits on their behalf for the next available agent.

How Nutrisystem's Call Center Successfully Manages Spikes in Call Volume



Results

Since deploying Fonolo's call-back solution, Nutrisystem has been able to handle their call volume fluctuations more effectively, and reduce abandonment rates. Accordingly, Nutrisystem now maintains a more consistent headcount across their contact center. Best of all, they have eliminated the need for customers to choose between waiting on hold or abandoning the call.

This has left callers feeling happier, which has reduced handle times and improved the customer experience. By giving their callers the option of receiving a call-back (rather than waiting on hold), Nutrisystem has improved customer satisfaction scores across the board.

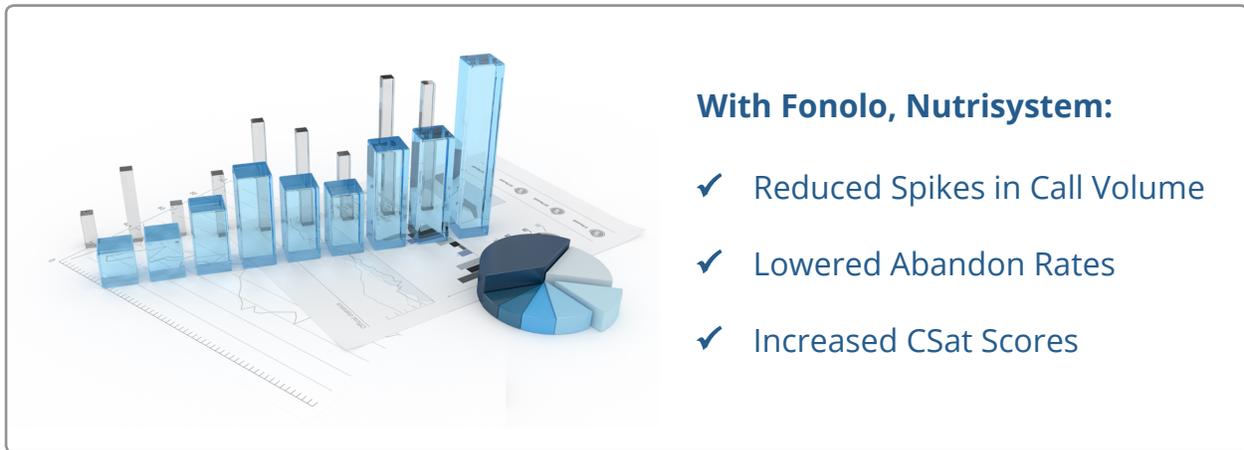
The most rewarding aspect of utilizing Fonolo has been our customer's reaction to the option; it's been very positive. Happy customers help increase brand loyalty and help the bottom line!

*- Bill MacBride
SVP of Customer Care Operations*

Nutrisystem

"Fonolo easily integrated into our current Telephony System and is set to offer customers a call-back if the estimated wait time reaches a certain level. We've seen better answer rates, and higher post-call satisfaction scores."

- Michael Volensky, Director of Operational Excellence and Support, Nutrisystem



About Fonolo

Fonolo, the leader in cloud-based call-back solutions, has revolutionized the way contact centers interact with customers through web, mobile, and voice. The company's patented call-back technology empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers who aim to enhance the customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit fonolo.com to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.