

Overview

Country: Canada
Industry: Real Estate

Customer Profile

RE/MAX first opened its doors in Medicine Hat in 1980 with nine employees. After a key business merger in the 1990's, RE/MAX has become the leading agency in the area with 39 employees. RE/MAX is dedicated to presenting the highest standard of professional business ethics and sales staff within the real estate industry in Medicine Hat.

Business Situation

RE/MAX wanted to replace its telephone answering service with a front-end messaging system that would help improve its customer service by eliminating long on-hold times and caller frustration.

Solution

RE/MAX chose Active Voice's Seven speech-enabled auto attendant system to greet and route callers to their appropriate destination. With Seven, callers no longer need to search the company directory or ask the operator, they can just say the name of the person or department they need to reach and be automatically transferred.

Results

- Improved customer service
- Increased operator efficiency
- Improved staff productivity
- Reduced monthly expenses
- Improved bottom line

Active Voice's Leading-Edge Speech Solution Solution is the Right Call for RE/MAX Medalta Real Estate

"Seven has been an excellent choice for us because it has been cost-effective, easy to use and requires very little maintenance."

-Bill Grady, Office Manager, RE/MAX Medalta Real Estate

RE/MAX Medalta Real Estate has made its mark as the leading agency in the Medicine Hat region of Alberta, Canada. RE/MAX is committed to providing the highest standard of professional business ethics and service to its clients. RE/MAX Medalta Real Estate currently employs 33 sales agents and six support staff and is part of the RE/MAX International Group.



Business Situation

As many realtors can attest, the telephone is an agent's lifeline and economic provider. Handling an influx of calls from clients and colleagues can be especially challenging for agents that work during evenings, on weekends and from remote locations.

RE/MAX Medalta Real Estate needed a messaging solution that could handle the 600 calls it was receiving each month, especially during extended business hours and weekends. Along with several receptionists, RE/MAX employed a telephone answering service to handle its after-hours calls, but that soon became a costly and ineffective solution.

"We were spending around \$500 to \$600 per month in answering service costs alone," explained Bill Grady, Office Manager for RE/MAX Medalta Real Estate.

"With over 30 agents in our office and a very busy support staff, we needed a cost-effective system that would help connect our clients to their agents without the unnecessary wait times and frustration of dropped calls," noted Grady. "We also needed to maximize our receptionists' time since most of their calls were from agents on the road needing to speak with a colleague in the office."





Active Voice Real Estate Solution Customer Success Story

Solution

“We discussed our options with ProComm Solutions (an Active Voice reseller),” explained Grady, “and they introduced us to the Active Voice Seven system. Seven has been an excellent choice for us because it has been cost-effective, easy to use and requires very little maintenance.”

Grady notes that ProComm Solutions installed the Seven system as an upgrade for RE/MAX and provided useful training and technical support services so that the system was up and running smoothly. “We deployed the system so that our agents in the field could call a unique number and be quickly transferred to other agents in the office,” explained Grady. “This has allowed our receptionists to be more available for external callers, plus our agents save time by not having to go through the front desk. Overall the Active Voice Seven system has been very reliable and our staff and customers find it very intuitive and easy to use,” said Grady.

Active Voice’s Seven speech-enabled auto attendant system is designed for organizations in almost every industry. Real estate agencies typically serve a large number of clients who need to reach their agents during extended business hours, on weekends and virtually 24/7/365. Using Seven, employees (on-site or off-site) can simply call in, say the name of the person or department they wish to reach, and get transferred directly. Seven may help reduce call-waiting times for incoming callers by allowing them to reach their destination without the assistance of an operator. Seven can also help road warriors stay in touch by providing them with speech access to the company directory and their own Microsoft® Outlook® contacts, so they can reach their clients and colleagues quickly by just saying their name.

Results

With the Seven system available around-the-clock, RE/MAX has seen the number of customer complaints significantly decline which is an indication of improved customer satisfaction. “The Seven system has definitely helped get our callers to where they need to go, and it sure beats having to rely on an answering service for messages,” said Grady. “We also like that our receptionists are now free to work on more important tasks.”

The Seven system deployment at RE/MAX shows how organizations can save money and quickly recover the costs associated with system implementation. “Today we are saving approximately \$200 per month in answering service costs,” noted Grady. “In two months, we expect to be saving about \$500 since the cost of Seven system will be free and clear.”

Conclusion

The RE/MAX experience shows how speech can help organizations address communications challenges, potentially save money and improve customer service. By using the Active Voice Seven system, RE/MAX has maintained its client focus by integrating speech technology into its every day business.

The Active Voice Seven system is available through Active Voice’s Authorized Reseller channel. For more information, please contact Active Voice Sales Support at sales@activevoice.com or call 1-800-284-3575.





Active Voice Real Estate Solution Customer Success Story

For More Information

For more information about Active Voice products and services, please visit:
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