



Our Customers Speak for Our Solutions

An OAISYS Case Study



JS Logistics **St. Louis, Missouri**

Transportation and distribution regional powerhouse JS Logistics knows the critical importance of making sure orders are right and on time, every time.

Founded as JS Express in December of 1983, it has grown dramatically over the past 25 years. Now operating as JS Logistics, the company is a group of transportation and distribution companies consisting of JS Express, JS Distribution and Cross-Docking, JS Fleet Management and JS Records Management.

JS Logistics specializes in expedited transportation, scheduled route work, contract trucking, fleet management and distribution and maintains offices in St. Louis, Kansas City, Indianapolis and Memphis, completing more than 4,000 deliveries daily and maintaining relationships with more than 450 independent contractors and 85 full-time employees. It has created a regional logistics business, relying on technological advantage, with centralized operations in St. Louis. Within all facets of the organization, JS Logistics strives to operate according to the highest standards of honesty, integrity, and professionalism with a total focus on excellence.

In 2007, the company saw an opportunity to improve its service and quickly resolve potential disputes by incorporating call recording and monitoring into its operations. After consulting with the Inter-Tel (now Mitel) St. Louis direct office, JS Logistics implemented the Tracer professional interaction management solution from OAISYS.

"We needed to be able to monitor incoming and outgoing calls," said Julie McCausland, Marketing Specialist for JS. "One big reason for that was to resolve any discrepancies in pickup and delivery. If there's a dispute, we need to determine if we gathered the correct information from our customer or if they gave us the wrong information."

Since any mistake can be costly in terms of both the actual expense to correct it and the potentially negative impact on a company's reputation, JS Logistics prides itself on acting quickly to resolve disputes when they arise. "If we were wrong," McCausland said, "we provide a credit to the customer and additional training for the customer service rep. If the customer provided us with wrong information, we send a sound clip of the conversation to our customer to confirm the information they told us."

Accountability and the consistent improvement of their processes are very important to JS Logistics. "In addition to using Tracer for addressing discrepancies, we also use Tracer as a quality monitoring and training tool for our sales and customer service reps," McCausland said.

By using actual calls as a training tool, agents can hear and understand exactly how their efforts are meeting expectations and how their performance could be improved.

"By recording calls, we are able to monitor activity to see where improvements are needed," McCausland said.



"It is also helpful for our CSRs and Account Managers in improving upon their phone etiquette, and it is invaluable for training new employees," she added.

Every new sales agent and customer service representative in the company's 24-hour call center receives extensive training upon hire, and sales agents receive ongoing professional development training throughout the year.

McCausland said, "The Vice President of Sales uses the Tracer program, especially when training new representatives. His approach is to have them complete a sales phone call and use the tool to listen in on their conversation. This allows him to track how well they are using selling tools, our scripts or other items. Then, he'll sit down with them to go over the phone conversation, giving them constructive criticism and the ability to hear themselves! It really helps them to understand exactly what's expected of them and speeds up the training process."

"They also use Tracer for retraining when new services are introduced and for training the CSRs as well," McCausland elaborated.

By building a lasting archive of calls, Tracer enables companies like JS Logistics to develop a full, rich business intelligence profile of their operations over time, as storing calls electronically provides extensive insight into customer and agent behavior.

"All our calls are archived digitally, which allows for us to quickly and easily research problems, verify sales and, most importantly, ensure that our representatives are handling our customers properly and efficiently," McCausland said. Digital voice recording allows us to gain valuable insights and intelligence from the customer interaction process, while ensuring that quality service is being provided."

Jana Jones, Customer Service Manager for JS, stated, "Overall, Tracer helps us to identify an employee's strengths and weaknesses. Listening is the greatest attribute of a customer service representative; successful completion of an order as well as tracking a discrepancy is also dependent upon this vital trait."

"Our customers expect friendly, fast, efficient service. Random call monitoring allows us to follow-up and provides further training in problem areas. We strive to be error-free, but in the rare instances where a mistake is made, Tracer helps us to correct the mistake quickly, thus ensuring that customer expectations are not only met, but exceeded," added Jones.

In an industry that relies on accuracy, service and punctuality, Tracer has made a valuable contribution to JS Logistics achieving and maintaining its high standards of excellence.



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