Our Customers Speak for Our Solutions
An OAISYS Case Study

Roy's Plumbing, Heating and Cooling
Tonawanda, New York

Roy's Plumbing, Heating and Cooling in Tonawanda, NY, services the plumbing and HVAC needs of clients in the western portion of the state. Founded in 1974, the company prides itself on exceptional customer focus and support, offering a unique and impressive customer service guarantee.

Without any caveats or fine print, their guarantee states, "If at any time during the first year of installation, you are not 100 percent satisfied with the performance of the equipment, our service or even our people, we will, within 30 days of your request, remove the system and cheerfully refund the entire amount of the contract."

In extending such a powerful service commitment, Roy's Plumbing knows its survival is dependent upon keeping their customers happy from that very first call and throughout the course of their relationship. To help ensure they meet that level of pledged service and satisfaction, the company was one of the first to purchase OAISYS® Talkument® software upon its introduction in 2007.

The Talkument voice documentation and collaboration solution allows users to store and organize digital recordings of important business telephone conversations. These recorded interactions, or voice documents, can be used to improve business processes, increase the productivity and collaboration of an organization's workforce and enhance overall customer service levels.

"Every customer we deal with, we talk with on the phone at least four times," said Roy's Plumbing's Owner and Vice President Mike Dollendorf. "We get the inbound call for the order. Our dispatcher then calls the customer back and sets the level of expectation, and calls them again when the technician is on the way to the home. Then, we place a 'Happy Call' afterward where we call them back and find out how we did; so at a minimum it's four conversations. Having a documented record of that while being able to chart our service and performance, I don't see how that could be anything but a help."

When issues arise, Roy's Plumbing acts quickly to address them. "Let's face it, every company makes mistakes. If it's something we did that we shouldn't have, or something that we may have missed, we immediately rectify it. We try to never let anything rise to the level of a dispute, and Talkument is a big advantage to that," Dollendorf elaborated.

Dollendorf offered the following example: "Often, people forget things. For example, we require a trip charge, meaning there's a fee to get us out to their door. Even though we tell customers about the charge beforehand, they sometimes forget and claim we didn't mention it. All they have to do is listen to themselves and they can hear it, because we always notify them up front that there will be a trip fee. It's interesting when people tell you one thing, and it's

very powerful to have them actually listen to what they said or what their spouse said. It's great having the confidence of knowing that every single call in and out of this business is recorded. It helps to defuse situations before they become heated and has saved customer relationships that way."

Roy's also uses Talkument to train and coach their staff. The solution has made the process much more efficient. "There was huge improvement when we first started using Talkument because everyone now knew everything they said was being recorded," Dollendorf said. "There was a big advantage. When you are coaching or training someone they seem to get it a lot quicker. They can tell you whatever they want about what they think they said or what the customer said, but when they're listening to it with you in a room, they know what's going on. It makes a huge difference."

Roy's Plumbing has discovered tremendous value in the Talkument solution for helping them to salvage lost sales opportunities.

"Our cost per inbound call could be very expensive. Typically, our cost per lead to get a new customer to call us is about $250. So, if we lose that opportunity, we're out that amount. Our biggest use for Talkument is to listen to and coach our call takers. If we didn't close a sale, we could immediately get that call to the customer service manager to have them call the customer back and re-close it. In the worst case scenario, we listen to the calls that weren't closed and try to coach our people so they don't make the same mistake next time."

Dollendorf said that while he was initially hesitant about the up front cost of purchasing a call recording and voice documentation solution, he has never regretted the decision.

"I didn't buy for a long time. I sat on it because I was just looking at the cost. Then I started looking at the savings and the additional revenue that we could bring in by purchasing Talkument. The system paid for itself a long time ago. We're going to keep using it the way we are," Dollendorf explained.

"I think this is a great product. It's well worth the investment, and I know it's paid for itself in our company time and time again," said Dollendorf. "If you're in any kind of customer service business and you're on the phone, you're foolish if you don't have Talkument."