VONAGE

MTD

MTD is a world leader in outdoor power equipment. Headquartered in Valley City, Ohio and founded in 1932, the company is renowned for its high-quality lawnmowers, tractors, snow throwers, and tillers. It is a privately owned company. MTD's business drivers focus on delivering superior customer engagement through lifetime value, improving the product development process and speed-to-market as well as its partnerships with retailers.

CUSTOMER LOYALTY:

40% Jump in Net Promoter Score

IMPROVED EFFICIENCY:

Reduced Service Calls by 30-60 Seconds Each

vonage.com

MTD
For A Growing World.™ ®

MTD Dramatically Improves CX and Efficiency with Vonage

It was imperative that MTD continued to build on its reputation for top-notch customer experience, but its legacy contact center technology was hindering performance and operational potential."Getting a 360-degree view of the customer was our main driver of change, as we needed an understanding of the contact center/dealer dialogue across the business," explained MTD Customer Engagement Program IT Manager Laura Hind.

To maintain superior customer service while undertaking the transformation project, getting buy-in from various departments was necessary. "Creating the right project team was vital; we needed to find change agents in every department, people who are respected and who could promote the vision," said Hind.

A Digital Transformation Project Implementing Vonage Contact Center for Salesforce

The choice of the Vonage platform was rooted in its synergy with Salesforce. "The integration of [Vonage Contact Center] and Salesforce is best-in-class, with MTD using the Salesforce Sales, Service and Marketing Clouds," said Ken Kotlarek Jr., MTD customer service operations manager. "We've built a great partnership." Vonage Contact Center for Salesforce delivered massive improvements, giving MTD a 360° perspective on their customers across all channels, including calls, online, live chat and email.

RESULTS

More Calls Handled with Improved Efficiency

Vonage Contact Center for Salesforce quickly routes customer calls to the proper agents, and deflects simple calls - representing from 5 to 7 percent of all calls - to an automated option. Service call times dropped by 30 to 60 seconds, freeing agents to answer more calls and engage in omnichannel conversations. The abandonment rate shrank 65 percent, First Call Resolution increased 12 percent, and average handle-time dropped by 40 percent through web chat and integrations.

Optimized Workforce Management

By integrating Monet into the project, MTD's workforce schedule is optimized. Predictive analytics and access to real-time information allow managers to track activity and maximize agents' time, significantly cutting staffing costs.

Disaster Recovery Saves Thousands

In 2018, MTD handled up to 4,000 phone calls daily. One day, the phone lines went down. With Vonage Contact Center for Salesforce, MTD was able to quickly shift calls to WebRTC utilizing MTD's browser to continue operating, saving MTD thousands of dollars.

Better Agent and Dealer Experience

Agents love the usability of Vonage Contact Center for Salesforce. Training is faster, and sales have been increasing as the Vonage Contact Center for Salesforce system allows larger volumes and more models to be sold. With a complete view of the customer, overall net promoter score (NPS) from dealers has risen from 50 to 70.

Improved Performance

MTD increased digital engagement 250 percent in one year, and chats increased by 48 percent. The greater digital presence also led to easier customer effort and improved customers' self-service capabilities.

VONAGE

Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.

vonage.com