

Installation Spotlight

Reebok International



Reebok International Ltd., headquartered in Canton, Massachusetts, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. The lack of an enterprise employee directory at Reebok made it difficult for their sales representatives to connect with employees and departments

at headquarters while traveling. In order to simplify connections, Reebok provided sales representatives with a direct line to the main switchboard via an 800 number. Operators at the switchboard, who were busy handling customer and prospect calls, could not efficiently handle the additional transfer requests from the sales team, resulting in extended connection times for all callers.

The Solution

Parlance's automated operator services solution was installed at Reebok's headquarters and operational in one day. Now, when the sales team dials their designated 800 number, they connect automatically by simply speaking the name of the person they want to reach. The new solution provides sales representatives with access to Reebok's voice network 24/7/365 and eliminates the need for operator intervention. The service was so well received by the sales team that weeks after the initial installation, Reebok provided all employees at headquarters with access to the automated solution, which was easily configured to handle the additional volume.

The Result

Parlance handles more than 8,000 calls per week at Reebok, with an average accuracy rate of 99%. The elimination of routine internal transfers has resulted in an improved level of service to all Reebok callers and has provided employees with an easy, direct way to connect with their coworkers. Today, all callers are greeted before the second ring and are connected in seconds. Parlance has connected over four million calls for Reebok since installation.

"It blew me away," says Fred Doherty, Manager of Network Engineering at Reebok. "I was shocked by the system's accuracy and capacity levels and pleased with the exceptional customer service displayed by Parlance's Service Engineers."