



# I DRIVE SAFELY! Traffic School Gets Drivers Back on the Road Safely with Avaya Solution

Motorists who find it inconvenient to attend required driver training courses in a traditional classroom setting now have the option of completing those same courses online. I DRIVE SAFELY! traffic school provides “24x7x365” training and customer support to anyone looking to regain a driver’s license, eliminate points on their license or reduce insurance rates.

With demand for its online training courses rising steadily, I DRIVE SAFELY! was faced with two key challenges. The first was managing with a high-level of responsiveness the increasing number of phone calls to its contact center and e-mails from visitors to its web site. The second challenge was accomplishing that goal in a cost-effective manner by staffing its contact center appropriately.

In a contact center environment, understanding and predicting the volume of incoming customer inquiries and then staffing appropriately to meet this demand is the daily challenge every manager must effectively address to keep costs under control and maintain a targeted level of customer satisfaction. To do so, companies like I DRIVE SAFELY! need the right kind of management tools and information to make important decisions.

## About I DRIVE SAFELY! Traffic School

I DRIVE SAFELY! is an online traffic school provider headquartered in Solana Beach, California offering defensive driving/driver improvement courses. The company has been in business since 1998 when it started with just three employees. Motorists who need driver training can register for courses at I DRIVE SAFELY! and complete a required course online as a convenient alternative to

### Goal:

Provide superior customer service while handling the ever growing demand of customer inquiries in the most cost-effective way.

### Solution:

Avaya IP Office solution:

- Avaya IP 406
- Contact Center
- PC-based Phone Management
- Voice Messaging
- Multimedia interface (email)

### Results:

A five-year projected net benefit of \$768,700 based on cost savings associated with agent productivity gains as call volumes grow. A payback period of 20 months with an annual ROI of 733 percent and a Net Present Value (NPV) of \$624 after five years.

BENEFITS	
Objective	Benefits Achieved
Effectively manage the contact center operations for responsive customer service and optimal agent productivity.	Improved agent productivity with each agent handling 10 calls/hour in 2004 vs. 7.5 calls/hour prior to implementation. Customer responsiveness has increased from 85 percent to 88 percent (in 2004) of calls being answered in 45 seconds or less.
Provide professional development for agents.	I DRIVE SAFELY! has experienced a high retention of agents and improved customer satisfaction.
Acquire a solution that provides high value.	With the Avaya IP Office solution, I DRIVE SAFELY! benefits by having sophisticated contact center capabilities in a cost effective package that suits its needs.
Invest in a scalable solution.	The IP Office solution will grow as I DRIVE SAFELY! grows and represents a strategic investment in the company's future.



the traditional classroom setting. Over the past six years, more than 500,000 students have completed courses.

I DRIVE SAFELY! has been approved by the Motor Vehicles Department in 10 states – Alaska, California, Colorado, Florida, Idaho, Missouri, Nevada, New Mexico, Texas and Virginia. The company is also certified to provide traditional classroom training in New York. The company's goal is to offer its services in all 50 states in the next three years.

### **The Challenge: Manage Increased Call Volume While Improving Customer Responsiveness**

An executive asked to join an organization and improve its internal and external communications can be walking into a daunting challenge. That was the situation Elizabeth (Liz) Sanchez faced when she joined I DRIVE SAFELY! as the company's Director of Customer Service in 2002.

In many ways, Liz had to start from scratch. Prior to her arrival on the scene, I DRIVE SAFELY! had

a very basic telephone system in place and only limited methods to track its responsiveness to customer calls to its toll-free number and e-mails sent by way of the company's website. The company is faced with increased demand for its services in states across the country -- from 2003 to 2004, customer inquiries have grown by 37 percent and are projected to grow year-over-year by at least 20 percent – and Service Level Agreements with many states that required “24x7x365” customer support. It was clear to Liz that this informal approach had to change. Consequently, Liz needed to acquire a communications solution that would help her better understand, predict and manage her contact center resources.

Liz joined I DRIVE SAFELY! with a wealth of experience in large contact center environments. During her first few weeks on the job, she came up with a “requirements list” for a communications solution that she felt the company needed to effectively manage the steadily increasing number of customer inquiries.

Among her requirements was an affordable communications system that would provide valuable capabilities for contact centers such as the ability to measure the number of calls and e-mails coming in and the productivity of her call center agents in managing both; data that Liz was used to having access to in a large call center environment. Lastly, she needed that same system to produce comprehensive reports she could share with her teams and the company's executives.

For Liz and I DRIVE SAFELY!, the answer was the Avaya IP Office solution.

#### **What I DRIVE SAFELY! Wanted in a New Solution**

I DRIVE SAFELY! was looking for a communications solution that would do the following:

- **Effectively manage the contact center operations.**  
I DRIVE SAFELY! needed to staff its contact center appropriately to manage the steadily increasing customer calls and e-mail inquiries.



“We’re very pleased with the performance of our Avaya IP Office solution. Based on my years of experience with large call centers, I believe the IP Office contact center provides an excellent value for our investment.”

*Elizabeth Sanchez , director-customer service, I DRIVE SAFELY!*

- **Provide professional development for agents.** Retaining experienced and motivated contact center agents will help I DRIVE SAFELY! provide quality customer service.
- **Acquire a solution that provides high value.** Small companies like I DRIVE SAFELY! need affordable technology that drives long-term savings.
- **Invest in a scalable solution.** The Avaya IP 406 system offers all the benefits of a large contact center solution with a vast array of features that will offer additional capabilities as I DRIVE SAFELY!’s requirements expand.

#### I DRIVE SAFELY! Chooses Avaya

I DRIVE SAFELY! chose the Avaya IP Office solution because of its robust reporting features and call-routing capabilities needed to meet its customers’ demands today and in the future. The IP Office solution also provides large contact

center capabilities at an affordable price for small growing companies like I DRIVE SAFELY!

Since implementing the solution in December 2002, I DRIVE SAFELY! has enjoyed increased agent productivity, improved customer satisfaction, supporting increased revenues. The company expects savings of more than \$768,000 in agent staffing costs over a five-year period.

#### An Inside Look at the Avaya IP 406 Office Solution

In December 2002, I DRIVE SAFELY! replaced its very basic telephone system MERLIN Legend with an IP 406 system with voice messaging and contact center. This system supports 20 administrative staff associates and 18 call center agents, all using Avaya digital telephones. In addition to traditional voice calls for their call center, I DRIVE SAFELY! also uses the email component of the multimedia contact center server to respond to email inquiries from its website.

Prior to implementing the Avaya IP 406 solution, I DRIVE SAFELY! had a basic phone system in place and limited methods to track its agents’ responsiveness to customer calls to its toll-free number and e-mails sent by way of the company’s web site. During busy times, any available staff member answered calls. With no voice mail system, callers unable to reach an available agent were forced to call back during less busy times.

Now calls are routed over the public network to the IP 406 contact center application. The caller is greeted by the Auto Attendant and given two options – press 1 for customer service (in both English and Spanish) or enter the extension of the person you wish to speak to.

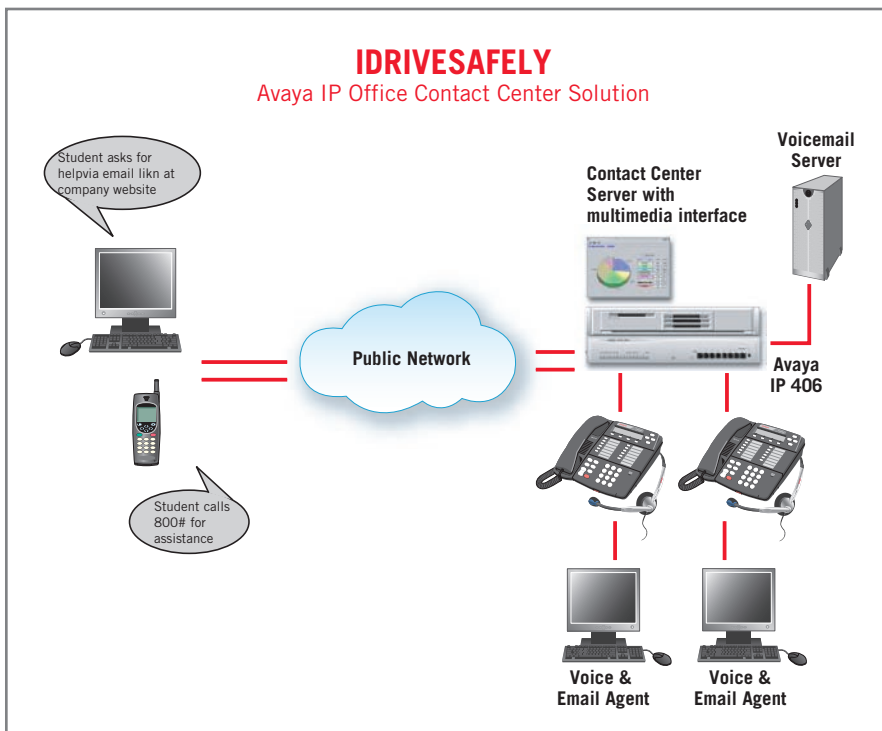


Figure 1



Once the caller makes a selection, the call goes to a hunt group or sub-group and set to a queue. The call is then disbursed to the appropriate person or the next available agent in the hunt group.

Using the contact center software I DRIVE SAFELY! Traffic School now has the flexibility to assign any number of agents to voice only, email only or voice and mail calls. Incoming emails are sent to all email agents and the agents split up the incoming emails, using chat feature.

Figure 1 shows the I DRIVE SAFELY! IP Office Solution.

### The Bottom Line

**Improved agent productivity.** Each I DRIVE SAFELY! contact center agent is now handling 10 calls per hour versus 7.5 calls per hour prior to implementation of the Avaya IP Office solution. A business analysis of the solution shows that I DRIVE SAFELY! will realize significant

productivity gains in 2004 and additional anticipated gains over a five-year period. These productivity gains will be realized based on costs avoided by not hiring as many agents to handle its anticipated 20 percent increase in year-over-year call volume. Over a five-year period, I DRIVE SAFELY! can expect to save over \$870,000 in salary and benefits costs.

**Increased customer satisfaction.** Since implementing the IP Office solution, customer responsiveness has increased from 85 percent to 88 percent of calls being answered in 45 seconds or less. Incoming calls are now easily routed to the contact center agents who are knowledgeable and able to answer the caller's questions effortlessly.

**Scalable solution for growth.** With the Avaya IP Office solution, I DRIVE SAFELY! benefits by having sophisticated contact center capabilities in a cost effective package that suits its needs. As I DRIVE SAFELY! becomes more comfortable and familiar with its capabilities, the Avaya IP 406 solution will grow as I DRIVE SAFELY! grows and represents a strategic investment in the company's future.

IDriveSafely.com Business Analysis of the IP Office Solution							
	START UP	Year 1	Year 2	Year 3	Year 4	Year 5	Cumulative Values
<b>PROJECT COSTS (\$000)</b>	\$ (41.90)	\$ (6.00)	\$ (22.50)	\$ (11.50)	\$ (11.50)	\$ (11.50)	\$ (105)
<b>PROJECT BENEFIT (\$000)</b>			\$94.2	218.3	\$248.9	\$312.2	\$873.6
<b>FINANCIAL ANALYSIS (\$000)</b>							
<b>Net Value</b>	\$ (41.90)	\$ (6.00)	\$71.70	\$206.80	\$237.40	\$300.70	
<b>Cumulative Value</b>	\$ (41.90)	\$ (47.90)	\$23.80	\$230.60	\$468.00	\$768.70	
<b>Net Present Value (NPV)</b>	\$624						
<b>Annual ROI</b>	733%						
<b>Internal Rate of Return (IRR)</b>	129%						
<b>Payback Period</b>	20 months						

Benefit includes cost avoidance of not hiring additional agents for growth. Results shown are not a guarantee of equivalent performance.

“Thanks to the Avaya IP Office solution, our customer responsiveness has improved as our business continues to grow. I’m confident this trend will continue as we become more acquainted with its rich capabilities and benefits”

*Elizabeth Sanchez , director-customer service, I DRIVE SAFELY!*

### **I DRIVE SAFELY! Faces the Future**

With the new Avaya solution in place, I DRIVE SAFELY! is well positioned to continue its expansion into more states. Plans are already in place to improve communications internally and externally. Liz and her team are currently working on a business case to move the existing online chat feature to the Avaya platform, which will provide agents with a seamless interface and streamline procedures for customer contact

reporting. Agent training and scheduling, as well as overall analysis and management of contact center operations, will also become more efficient with all reports in a consistent, integrated format. Using the online chat feature, agents can communicate on a real time basis with students, and collaborate with each other on resolving student inquiries. It’s just one more way I DRIVE SAFELY! is helping motorists across the country get back on the road.

<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>	<p>reach <b>AVAYA</b> a higher plane of communication</p>	
<p><b>IP Telephony</b></p>	<p><b>Contact Centers</b></p>	<p><b>Unified Communication</b></p>	<p><b>Services</b></p>

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