

Stranded by the Side of the Road...



Has this ever happened to you? The reality is that roughly 27 million motorists experienced a breakdown in 2004. But for the more than 3 million members served by Coach-Net, a 24/7 emergency roadside assistance company, help is just a toll free phone call away. With one call, the knowledgeable staff of Coach-Net will make sure that their members are safe, diagnose their motor vehicle problem, and dispatch the

appropriate Independent Service Provider to their aid twenty four hours a day, seven days a week.



Henry Stroup, President & CEO says

"At Coach-Net it's all about managing relationships with the member on the road, the manufacturer of the vehicle, and the person dispatched to provide service to the member. Each and every customer is important to us and to our success."

Custom Applications from eOn Communications give Coach-Net the ability to increase customer satisfaction and continually improve business processes.

Company Background:

Coach-Net Services Group, Inc. ("Coach-Net") is located in Arizona and was formed on November 5, 1992, but has been a trusted name since 1987.

Since 1987, Coach-Net has grown their business by adding premier recreational vehicle manufacturers, clubs, insurance companies, and user groups to the people they serve. The call center in Lake Havasu City currently employs 74 agents and handled more than 1 million calls in 2004. The Lake Havasu City, AZ Coach-Net site was selected not only for its beautiful location on the shores of the Colorado River, but also for its lack of vulnerability to natural disasters such as earthquakes, tornadoes, ice storms, or flooding, that could interrupt service delivery.

Coach-Net is a leading provider of branded 24/7 emergency roadside assistance, membership fulfillment, RV technical assistance and other travel related services for the recreational vehicle industry and various membership associations. Current clients include Ford Motor Company, Winnebago Industries, Monaco Coach and Hagerty Insurance to name a few.

Through its contact center operations in Lake Havasu City, Arizona, Coach-Net provides coverage to roughly 3,400,000 members of clients throughout the United States and Canada.





eOn Customer Success Story

Coach-Net®

Coach-net Faced A Few Key Challenges:

First challenge: Coach-Net's service is built on providing 24/7 service 365 days a year. Any solution would have to be implemented seamlessly and done with zero service down time.

Second challenge: Coach-Net had already invested significant amounts of capital into its IT infrastructure. Any new solution would need to be integrated in a cost effective manner to operate effectively with other hardware and software already in place.

Third challenge: Coach-Net's management team had several very detailed and customized service feature enhancements that needed to be developed on the call center system.

The Solution:

The goal was to build these custom applications using an open architecture contact center platform like the eQueue so that Coach-Net would have optimum control in responding to business-driven process changes and associated development costs.

A team of key employees and consultants set out to evaluate the current Avaya platform and others. Coach-Net was introduced to the eOn eQueue by their sister company Specialized Association Services (SAS) if they could accomplish the automation of these processes on the current platform.

Based on an extensive review of both the current Avaya and the eOn eQueue, Coach-Net chose to implement a new eOn eQueue in March 2005. This was no small decision, seeing that Coach-Net had several years left on their Avaya lease.

Three custom applications were built to increase the effectiveness of Coach-Net's operation using the eOn eQueue:

1. Automation of the "Closed Loop" process, which was being completed manually by Coach-Net's call center to measure service delivery times.
2. A voice recording application which links each service interaction record resident on Coach-Net's AS 400 System with the actual recording of the agent and customer conversation.
3. A voice self-service application for Coach-Net's ISP vendors. This application allows the vendor to obtain status on their accounts and purchase orders 24 hours a day, 7 days a week.

The Results:

The evaluation team found that not only did the eQueue provide an open architecture and an extensive portfolio of call center solutions, but that the account team took the time to deeply understand the unique goals of Coach-Net and worked extensively to create a working partnership necessary to achieve them. This in the end proved to be the winning combination.

"The strength of eOn's organization and their products lies in their commitment to allow their customer to guide product and application development. From the outset of the project, our Technical Account Manager, Director of Professional Services, and Engineering Departments worked hand-in-hand with the Coach-Net team and our in-house developers to understand the applications we needed and how to integrate them with our AS/400," says Susan Edmonds, IT Manager.

The solution also provides multiple reporting capabilities with various views of resource utilization. This enhances Coach-Net's ability to track expenses and associate productivity and provides dynamic reporting to end-customers.

"We had to secure a platform and a contact center solution that could be implemented quickly keeping in mind our core business and the need's of our customer. Furthermore, it needed to address our plans for future growth, and support our future needs of customization. We achieved that with the eOn solution," said Henry Stroup, President and CEO of Coach-Net.



eOn eQueue Contact Center Solution

eOn eQueue Multi-Media Contact Center Solution

- **Unified Routing for Customer Interaction Management:** Single queue for all media types – voice, e-mail and web communications – improves customer service and loyalty, increases agent productivity, and lowers total cost of ownership.
- **Advanced Routing and Reporting:** Intelligent routing as well as comprehensive real-time and historical monitoring and management tools, with fully customizable routing and reporting options, the eQueue enables contact centers to maximize service levels and center productivity, ensuring the fastest possible response to customer interactions.
- **Comprehensive Applications:** Applications include, e-mail, Web chat and Web collaboration with comprehensive knowledge database, integrated voice response, voice mail, quality assurance recording, complete telephony capability and a complete range of desktop devices and applications.
- **Proven and Reliable Platform:** Bridging the gap from traditional call centers to new web-enabled contact centers by applying years of experience in designing robust solutions for the demanding requirements of multi-media contact centers.
- **Open Solution:** Linux™-based system provides a completely open architecture, ensuring customers have more choices with consistent and personalized service delivery, as well as consolidated tracking and reporting of all customer contacts.
- **Scalable and Modular:** For contact centers with as few as ten agents to those with thousands, the flexibility to add, combine and customize important features and functions to meet the individual needs of the contact center today and well into the future.
- **eQueue Remote Agent:** Comprehensive reporting, monitoring, and SoftPhone capabilities ensure virtual agents are part of the contact center regardless of location, improving agent retention and reducing operating expenses.

To learn more about Coach-Net, visit www.coach-net.com or call 1-800-863-6740.

The Problem:

For years Coach-Net has maintained a great reputation in the road side assistance industry; now they need a way to connect back office and call center operations at their Arizona facility which would enable them to cost effectively grow their business.

In a nutshell

The Company

Coach-Net is a leading provider of private label emergency roadside and RV technical assistance throughout the United States and Canada. It wanted to add additional intuitive service features, which are also measurable and would add value to the customer experience.

The Problem

Coach-Net operates in a highly competitive industry, which requires high levels of customization. All services are provided 24/7. Therefore, any solution must be seamless to the customer and have zero down time.

The Solution

A turnkey system was built utilizing the eOn eQueue, an open architecture contact center platform. This platform provided the ability to easily deploy the custom applications required.

The Results

The system has provided Coach-Net with optimum control in responding to business-driven process changes and associated development costs. It has also created an overall scalable solution, which will allow for continued growth.

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