CALABRIO ONE CASE STUDY

MACU Grows Its Workforce to Better Serve Customers with Calabrio

Introduction

This case study of MACU is based on a survey of Calabrio ONE customers by TechValidate, a 3rd-party research service.

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"Since implementing Calabrio ONE, we have been able to prove we were understaffed and obtained approval to grow our workforce to better serve our members."

"Throughout the project, the Calabrio team was on top of all deadlines, always looking to move forward, and offering help. We were able to complete the project ahead of schedule."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Calabrio ONE:

- Top driver for purchasing Calabrio:
    - Needed an upgrade or technology refresh
- Evaluated the following vendor prior to choosing Calabrio:
    - InContact

Use Case

The key features and functionalities of Calabrio ONE that the surveyed company uses:

- Application used in conjunction with Calabrio software:
    - The Cisco platform

Results

The surveyed company achieved the following results with Calabrio ONE:

- Rates the following in terms of how much they influenced the decision to purchase Calabrio software:
    - Lower Total Cost of Ownership: extremely important
    - Product features: extremely important
    - Ease of use: very important
    - Unified suite / integration: very important
    - Superior support and services: extremely important
- Benefits experienced since deploying Calabrio software:
    - Improved customer satisfaction
    - Improved contact center efficiency
- Saw a return on investment (ROI) in 12-18 months after deploying Calabrio software.
- Increased the productivity of their contact center by 30-40% after deploying Calabrio software.
- Increased their customer satisfaction rates by >45% after deploying Calabrio software.

Company Profile

Company:
MACU

Company Size:
Medium Enterprise

Industry:
Financial Services

About Calabrio ONE

Calabrio is the customer experience intelligence company that empowers organizations to enrich human interactions. The scalability of our cloud platform allows for quick deployment of remote work models—and it gives our customers precise control over both operating costs and customer satisfaction levels. Our AI-driven analytics tools make it easy for contact centers to uncover customer sentiment and share compelling insights with other parts of the organization. Customers choose Calabrio because we understand their needs and provide a best-in-class experience, from implementation to ongoing support.

Learn More:

 Calabrio

 Calabrio ONE

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