

# S&P 500 Consumer Products Company sees ROI in Under 6 Months with Calabrio

## Introduction

This case study of a S&P 500 consumer products company is based on a February 2016 survey of Calabrio ONE customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

“We have been able to efficiently coach agents on specific trends and are currently leveraging Calabrio software on behalf of other areas of the company (i.e. service centers) in the hopes that it will have a positive impact on the customer experience and cost savings.”

## Challenges

- Top driver for purchasing Calabrio:
  - Were unhappy with an existing vendor
- Evaluated the following vendors prior to choosing Calabrio:
  - NICE
  - Envision

## Use Case

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

## Results

- Rates the following as important in terms of how much they influenced the decision to purchase Calabrio software:
  - Lower Total Cost of Ownership
  - Product features
  - Ease of use
  - Unified suite / integration
  - Superior support and services
- Benefit experienced since deploying Calabrio software:
  - Increased insights into customer behavior
- Saw a return on investment (ROI) in 3-6 months after deploying Calabrio software.
- Increased the productivity of their contact center by up to 10% after deploying Calabrio software.
- Increased their customer satisfaction rates by up to 15% after deploying Calabrio software.

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**S&P 500**

Industry:  
**Consumer Products**

### 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](#)