

# Smile Brands Group Increases Contact Center Productivity with Calabrio

## Introduction

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



“Calabrio ONE has increased productivity in the call center and has kept our staff extremely happy with knowing their schedules and exceptions ahead of time.”

“Very user-friendly and great logic built-in.”

## Challenges

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

- Top driver for purchasing Calabrio:
  - Wanted contact center growth

## 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: extremely important
  - Unified suite / integration: important
  - Superior support and services: extremely important
- Benefits experienced since deploying Calabrio software:
  - Reduced costs
  - Improved contact center efficiency
  - Improved employee satisfaction
- Saw a return on investment (ROI) in 3-6 months after deploying Calabrio software.
- Increased the productivity of their contact center by 20-30% after deploying Calabrio software.
- Increased their customer satisfaction rates by 25-35% after deploying Calabrio software.

### Company Profile

Company:  
**Smile Brands Group**

Company Size:  
**Medium Enterprise**

Industry:  
**Health Care**

### 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](#)