

## Windows and Door Manufacturer verifies call center service performance for their branches with RM Factory.

### THE COMPANY

Founded in Pella, Iowa in 1925 by the Kuypers, Pella Windows and Doors grew from one idea – a window screen that rolled up and down between two panes of glass – to hundreds of products and product types. From its founding, Pella has always focused on bringing to market innovative windows and doors that do more than frame the landscape.

### THE CHALLENGE

With 65 branches using Pella's centralized marketing department, Pella had to make sure they were providing best-in-class call center management and agent performance. And they had to be able to prove it to their branches.

### REQUIREMENTS

- **Evaluation tool had to be free of bias.** The solution had to provide an objective way to talk to customers directly after their interaction with a call center agent.
- **Evaluation tool had to be scalable and ongoing to allow for variable sample sizes and rollout potential.** It was important for the solution to be able to provide sufficient data to draw conclusions. The ability to adjust the sample size was critical as well.
- **Affordable.** Solution had to be cost effective.



### BUSINESS CHALLENGE

Pella Windows and Doors uses a wide network of branches to sell their products. A majority of the branch leads come from Pella's marketing activity, which drives potential customers to call to set up an in-home consultation. These calls, regardless of the customer location, are answered by call centers that are managed by RM Factory.

There were concerns from the field that the calls were not being properly handled before being handed off to the branch. Pella wanted to ease those concerns as well as satisfy themselves that customer brand perception and call center interaction, was positive.

### RM FACTORY'S SOLUTION

RM Factory identified Voice of the Customer (VOC) as a way to gather objective information that could be shared with the branches, as well as Pella senior management. They created a brief 5 question customer survey based on industry best practices and had the questions programmed into the existing IVR system.

"RM Factory came to us with a 'post-call center conversation' recommendation for solving our uncertainty about customer perception," said Matt Kiernan, Senior Marketing Manager at Pella responsible for this initiative. "The recommendation was well thought-out, logical, could be implemented quickly, and was cost-effective."

"What I really liked about the VOC idea was that it would produce objective data to share. Plus, we could see where we were in relation to industry standards."

**For additional information about RM Factory,  
please call 800-548-5099 or visit [www.rmfactory.com](http://www.rmfactory.com).**

## SOLUTION

RM Factory initiated and implemented a Voice of the Customer (VOC) survey.

## RESULTS

- With a large sample size, there was definitive evidence that the call center agents were delivering excellent service
- The VOC reaffirmed that the IVR was customer friendly and not too long
- The VOC solution implemented was cost effective and can be turned on and off as desired.



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A VOC program is only worthwhile if customers agree to stay on the phone to take the automated survey. Industry standards for similar types of surveys show a 10% take rate can be expected. The survey in this case was only five questions, and callers were asked at the end of the call if they'd mind staying on to take it. The rep let them know they'd be able to share their opinions of their call experience and could leave a voice message if they had something else they wanted to let Pella know about.

## RESULTS

### High Participation

Callers opted-in at a 42% rate. Almost 7% of callers left voice mails in addition to completing the survey.

### Customer Satisfaction was High

As a result of the findings from the VOC, Pella corporate could share some stats with their executives and with the branches:

- Almost 100% of callers felt they were treated professionally
- 94% were satisfied with how their call was handled
- 95% found it east to schedule their consultation
- 96% said they would refer a family member or friend to Pella
- 98% thought the IVR at the start of the call was easy to use

### Customer Service

Pella and RM Factory now have a benchmark in place to monitor the impacts of customer experience changes. Going forward, this allows new issues to be quickly identified and corrected. In addition, the VOC identified another opportunity. Because Pella's customer satisfaction scores were so much higher than the industry average, the VOC showed that there was room for the customer service reps to be more assertive on their calls to seal the appointment. This has led to a scripting test that is currently underway.

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### About RM Factory

RM Factory's unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

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