

# New Vitality bolsters business with comprehensive contact center visibility



## NEVVITALITY™

BE HEALTHY. LIVE BETTER.

### About

- Offers direct response marketing and call center operation for supplement and healthcare businesses
- Manages inbound calls, providing quick support, helpful information, and quality customer support

[newvitality.com](http://newvitality.com)

### Goals

- Maintain a short wait time for inbound customer calls without compromising the quality of their service
- Develop real-time reporting of contact center activities and brand-level calls
- Improve contact center call distribution flows to minimize wait times and avoid overloading staff

New Vitality is a Long Island-based direct response marketing provider. They offer marketing, order fulfillment, information technology, data management, and call center services to businesses that provide supplement and healthcare products.

From the beginning New Vitality had decided to manage their inbound customer calls in-house. As the business and the number of customers began to grow, however, they struggled to effectively manage the volume of calls. Quality customer service was a top priority, but their staff struggled to maintain fast-paced operations without compromising their customer care.

Expanding their physical call center was too costly and available labor pools were limited, so the company decided to outsource their calls to multiple carriers. As business continued to grow and new outsourcing partners were added, New Vitality began experiencing issues with call distribution and struggled to offer wait times that met their standards.

With a number of outsourced call partners and their own in-house call center, the company was unable to view and manage the calls coming in. Unable to see the big picture, management blindly assigned the call distribution flows. Some locations were overwhelmed with the number of calls received, forcing customers to experience frustrating wait times, while others received a call volume below their threshold.

Customer service quality was suffering and New Vitality was struggling to find a solution that worked.

### Approach

- Offer real-time visibility and automate the distribution of calls according to preconfigured rules
- Provide a seamless experience and an easy-to-use interface to accommodate different users
- Use call activity data to analyze performance and distribute call volume accordingly

### Results

- Significant increases in advertising results and sales conversions
- Created plans to scale contact center capacities for call volumes that exceeded contact center thresholds
- Gamified call distribution processes to improve productivity and results among outsourcing partners
- Improved understanding, access, and reporting of contact center data

## Comprehensive understanding offers endless possibilities

To best solve the issues they were facing, the company knew they needed a contact center solution that would offer reporting and analyzation capabilities, giving them the information they needed to efficiently distribute their calls. They also needed a provider that allowed them to automate their call distribution based on preconfigured rules. Additionally, the ideal solution needed to have an easy-to-use interface to offer a seamless experience for every user throughout their call centers.

*"We looked at a few competitors and the one thing that really separated Connect First was how user-friendly the platform performed in all trials.*

*We found many of the competitor options very confusing, and there are so many people involved with this process and making changes that simplicity and ease-of-use were priority factors in the selection process."*

—Mike Penn, Director of Sales and Customer Service, New Vitality

New Vitality knew exactly what they needed and they found it in Connect First's flexible, cloud-based contact center platform, which could be customized to fit their specific requirements. With access to a comprehensive view of their calls and the tools they needed, they improved their contact center management while continuing to grow.

When selecting Connect First, New Vitality also gained access to their cloud routing solution. Using the solution in conjunction with their max/concurrent feature, they were able to track call activity and use this data to create thresholds for routing in the event of spikes in call volume.

## Finding the perfect balance

Once New Vitality began implementing the Connect First contact center solution, they saw immediate improvements in their incoming call management, including significant increases in their conversions. Connect First's analyzation capabilities provided a better understanding of the effectiveness of their advertising campaigns, allowing them to view results minute-by-minute and day-by-day.

With real-time visibility into their call traffic and volume, the company was able to accurately determine and manage each of their contact center's capabilities. Using the data gained from their analyzation, New Vitality created plans that would instantly scale their contact center capabilities if they experienced call volumes that exceeded their threshold. The company was also able to implement a percentage- and performance-based allocation for call distribution, encouraging outsourcing partners to improve productivity and produce better results.

With Connect First's reporting services, comprehensive data availability, and flexibility, New Vitality has brought new life and higher quality to their contact center services.

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## About Connect First

Hi, we're Connect First. We create cloud-based contact center software that helps companies like yours unlock the potential of your contact center. We provide simple and elegant solutions to complex communication challenges. Built for the cloud from day one, our platform offers the highest uptime and most reliability in the industry. We care about your business as much as you do and seamlessly combine technology with a proactive high-touch customer support approach to help you do more with your contact center.

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