

Transforming customer service with integrated omni-channel contact center and unified communications in the cloud



The Use Case

MISS DIG System, Inc. is a Michigan Non-Profit Corporation that provides a free service to homeowners, excavators, municipalities and utility companies throughout the state. When anyone is planning a project that requires digging, they submit notifications via the MISS DIG 811 website or toll-free phone number, which are handled by Notification Centers in Auburn Hills and Gladstone.

MISS DIG 811 Notification System Representatives (NSRs) then process the locate requests by sending transmissions to over 1,700 of their members to come out and locate their underground facilities. Once members receive a transmission, they send out their crew or contract locators to place flags and paint indicating the location(s) of their facilities.

Challenges of On-Premise, Voice-Only System

MISS DIG 811 had been using an outdated Call Center and Telephone System for 10 years, which was preventing them from reaching their vision of being a more agile organization. Bullfrog, their local communications provider, started encouraging MISS DIG 811 to move to softphones and the cloud for a more sophisticated communications and customer interaction infrastructure, and recommended the BroadSoft CC-One and UC-One solutions.

Barriers to their vision of being an agile organization able to respond to notifications in a variety of ways with increasing efficiency.

Inconsistent Customer Experience

The old call center system was a voice-only system that could only take notifications through telephone calls. MISS DIG 811 had 2 different 800 numbers to call, each with their own team of NSRs with different scripts and processes. This meant that callers could be told something different depending on which number they dialed, resulting in an inconsistent and confusing experience.

Blind Call Routing

MISS DIG 811 callers vary widely ranging from experienced contractors and construction companies to individual residents planning their first digging project who are completely unaware of the process. The personalities of these individuals vary widely too. With their old system, every caller was routed the same, randomly being sent to whoever was available to take the call at the time regardless of experience, role or personality. In addition, callers often called the wrong numbers or made the wrong IVR selections, ending up in the wrong department and needing to be transferred. When transferring these calls, there was no way to know if the recipient was available to answer the call or if the caller would end up in another queue or voice mail.

Difficult Call Recording Management

Another challenge was the inability to integrate their call recording system with their call center, which made it extremely difficult to associate inbound notifications with call recordings. This was an important requirement, as a new law had gone into effect that required MISS DIG 811 to maintain all the inbound notifications for up to 6 years. MISS DIG 811 personnel spent hours trying to match recordings with notification tickets, wasting valuable time and energy that could have been spent on more strategic work or serving customers.

Another challenge, was that their old system was hosted and there was concern that if anything happened to their relationship with the vendor, they might lose the recordings.

Lack of Granular Insights

MISS DIG 811 reports to a Board of Directors consisting of representatives of utilities, communications providers and municipalities. The Board requires the reporting of number of notifications taken and the time spent on each call. The old system tracked all callers the same, so they were only able to report a blended number without making the distinction between first-time residential callers needing education and repeat callers. As a result, the numbers were misleading but MISS DIG 811 did not have the data to back up their intuition that first-time callers were inflating their time-on-call metrics.

Solution – Integrated Contact Center and Unified Communications

In December 2016, all of this started to change with the installation of the BroadSoft Business suite, which includes a new cloud-based contact center solution (CC-One) and unified communications solution (UC-One) and mobile app.

Increased Agility with Omni-Channel Communications

With BroadSoft CC-One, MISS DIG 811 has become a more agile and modern organization. Now, when someone decides to submit a notification, either by phone or the web, the NSRs will be able to follow up with the notifiers via email, chat and phone. These new communications channels will significantly lessen the load on NSRs, who were spending the majority of their time on the phone, and will make them more productive.

Improved Productivity through Intelligent Routing and Collaboration

With CC-One, MISS DIG 811 will be able to route calls to the NSRs that can best meet the needs of the callers, based on the profile of the request and caller. For example, experienced contractors can be connected with NSRs that are able to get down to business with contractors quickly. While tentative first-time callers can be routed to the more patient NSRs that are able to take the time to provide the education these callers need.

“We used to have to use a blended approach to taking inbound notifications with them all being treated the same. Now, we’ve gone from having just one job description for NSRs to seven, resulting in greater efficiencies and employee productivity. This was simply not possible with the old call center system.”

- Bruce Campbell, CEO, MISS DIG

Improved Customer Service and Experience through Intelligent Routing and Collaboration

With CC-One, MISS DIG 811 has a centralized queue for all callers. All callers of the same type with the same need, get routed to NSRs who are able to meet that need. This ensures all callers receive a consistent user experience and consistent information based on their need.

Because of CC-One’s open architecture, which allows for comprehensive integration with other systems, MISS DIG 811 will integrate BroadSoft CC-One with their Newtin ticket-entry software which will give each NSR a “screen pop” with all the data about the caller. NSRs will be able to see previous tickets placed by the caller, which will expedite retransmits and allow the NSRs to provide the caller with their ticket number if they have lost it. This information will also allow the NSR to see if the caller is a repeat or first-time caller, allowing them to educate the caller based on their level of experience with system. With this integration, the NSR is better able to meet the needs of the caller “in-context” and provide them better customer service based on the reason for their call.

And finally, with BroadSoft UC-One, MISS DIG 811 is able to provide better customer service to callers with issues requiring escalation. For example, there are two managers staffed at each of the two MISS DIG 811 notification centers who provide back-up to one another when a caller needs to speak with a manager. They use UC-One’s chat function, which allows them to see each other’s availability status, or “presence”, and send a quick communication before sending the caller over. This has eliminated blind transfers which makes the callers happier and saves the NSR time and inconvenience trying to guess who might be available to take the call.

MISS DIG 811 is poised for the future with a modern, reliable, and flexible solution that will help them transition to being a state-of-the-art One-Call Notification Center.

More Granular Insights with CC-One Analyzer

With the rich data that CC-One collects during customer interactions, it is now easy to match each customer interaction with their Newtin records. As a result, they are now able to distinguish between how long first-time callers are handled versus repeat callers. Since MISS DIG 811 is required by law to educate their callers on process and safety, they can use this data to go to the Board and justify more funding for education programs such as tutorials and videos when needed.

Automated Call Recording Logging

BroadSoft CC-One call recording will make it automatic to associate ticket numbers with recordings, which will make it easier for MISS DIG 811 to meet legal requirements. And since the CC-One cloud architecture allows call recordings to be stored anywhere, MISS DIG 811 has elected to store them locally, giving them control over where the recordings are, and reassuring them that they can meet regulatory requirements.

"We reduced our costs and it makes our life much easier. Can you imagine going call by call to figure out which one it is?"

– Katie Gruzowski, IT and Network Systems Manager, MISS DIG 811.

Increased Agility and Mobility with Unified Communications

A significant benefit of the BroadSoft UC-One solution is that MISS DIG 811 employees no longer need a phone on their desk to communicate. This was a mental challenge at first, especially for their long-term employees, but once they were exposed to the new technology and its benefits, onboarding was easy and they adjusted quickly. Not having to rent phones anymore has resulted in 83% annual savings for MISS DIG 811.

Since both centers are staffed 24/7, it's important to reach the management team at any time. For this, managers use BroadSoft UC-One Mobile on their smartphones to stay connected. This gives them visibility to who is working, who is on a call, who is available - even in the middle of the night. With the old system, they had very limited remote access to what was going on in the center.

Poised for the Future

Since the implementation, the team has taken 9% more notifications than the same time period the year before.

"70% of our employees are younger, and the majority are tech savvy. So, it's important that we have technology that not only makes them more efficient at what they do, but that they can embrace and use to its fullest capacity." - Bruce Campbell, CEO, MISS DIG 811.

Many of MISS DIG 811 processes have been streamlined and productivity has improved for NSRs and the management team.

Next Steps

MISS DIG 811 is taking a three-step approach. The first step was to reproduce what they initially had with the old system and make sure everything was up and running smoothly. The second step is to integrate the Newtin software with BroadSoft CC-One and UC-One solutions. And the third step will be to bring in social media so people can make requests via Twitter and Facebook.

The BroadSoft and Bullfrog team was genuinely interested in helping MISS DIG 811 make their vision a reality, and genuinely invested in elevating them from a telephone call center to a multi-faceted omni-channel contact and notification center.

"Our goal is that callers contact us by whatever means is most comfortable to them"

- Bruce Campbell, CEO, MISS DIG 811.

Trusted Partners

The real value of BroadSoft wasn't just in their technology. MISS DIG 811 put their trust in both BroadSoft and Bullfrog, to ensure a successful migration from the old system to the new one.

"When issues developed and the "going got tough", the BroadSoft team stuck with us and the issues until they were completely and successfully resolved. They provided the calming force and authority to get the right people involved at the right time to get "stuff" done. Always professional and pragmatic."

- Bruce Campbell, CEO, MISS DIG 811.

The BroadSoft project management team was instrumental in getting the solution up and operating successfully, working closely with MISS DIG 811 IT staff and coordinating all technical support activities for the CC-One and UC-One solutions.

"Being the CEO of a small organization with 63 employees, I was impressed by the support and attention we received from BroadSoft. Even their CTO and founder called me on a weekend to let me know BroadSoft was in full support of helping us accomplish our goals, including whatever resources it took to do so. This is when I knew for sure that we were with the right company, but more importantly, that we were with the right people to bring our vision to life. We are very proud to have done what we did, and BroadSoft has been a great partner to us. It makes it easy for me to recommend them to others in our industry."

- Bruce Campbell, CEO, MISS DIG 811.

About MISS DIG

The mission of MISS DIG 811 is to safeguard the public, environment, property, and utility infrastructures and promote utility damage prevention through a quality, cost-effective process for their customers.




MISS DIG 811 was established in 1970 initially as a pilot program in Oakland County by five major Michigan utility companies, in an effort to reduce damages to their underground facilities, prevent injuries, and save lives. Michigan was the first state to implement the "one-call" law and MISS DIG 811 was the first 24/7 statewide one-call system in the country. MISS DIG 811 has received over 21 million "locate requests" resulting in nearly 189 million transmissions.

About Bullfrog

Bullfrog helps businesses grow by leveraging the internet to collaborate and communicate in real-time with their vendors, customers, and partners from anywhere, on any device, at any time. Bullfrog's affordable, innovative communications solutions consolidate voice and data, eliminate capital expense and free businesses of legacy phone systems for a lower total cost of ownership. Bullfrog customers are small to medium North American businesses with distributed, remote, and mobile workforces in a variety of industries including, Healthcare, Manufacturing, Professional Services, and Non-Profit. Broad technical expertise, 24-hour implementations, committed customer service and accountability for its solutions distinguish Bullfrog. Founded in 2003, Bullfrog is comprised of a diverse, remote, and mobile workforce, just like the clients they serve.

About BroadSoft

Cloud business unified communications, team collaboration and contact center Software-as-a-Service (SaaS)

	Company	NASDAQ: BSFT	\$341M Revenue (2016)	25% CAGR Since '10	1,800 Employees (2016)	80+ Country Presence
	Channels	25 of the top 30 service providers by revenue		600+ Channel Partners	\$8B Estimated enterprise revenue based on BroadSoft solutions	
	Leadership	#1 Global Market Leader	41% Market Share	16M Business lines installed base (Q4 2016)	85M+ Estimated total end users served	

Corporate Headquarters | 9737 Washingtonian Blvd | Suite 350 | Gaithersburg, MD 20878

Contact | P: 301-977-9440

General Inquiries | bsb-info@info@broadsoft.com

Press and Analyst Relations | pr@broadsoft.com

www.BroadSoft.com | [Twitter](#) | [LinkedIn](#) | [Work It!](#)

BroadSoft, Inc. Proprietary & Confidential, Do Not Copy, Duplicate or Distribute.