



SUCCESS STORY

How Nutrisystem's Call Center Successfully Manages Spikes in Call Volume

Nutrisystem

Customer
Nutrisystem

Industry
Retail

ROI
Fewer Spikes
in Call Volume

Lower
Caller Abandonment

Higher
CSat Scores

The Company

Headquartered in Fort Washington, Pennsylvania, Nutrisystem is a commercial provider of weight loss products and services. Initially, the company offered weight loss counseling and products in brick and mortar centers, however in 1999 they moved to a direct business model, selling their programs via the Internet and a call center.

As a leader in the weight loss industry, Nutrisystem has helped millions of people over the course of 45 years, transforming their lives with a personal weight management experience that's simple to follow, effective, and unique.

THE PROBLEM

How to Staff for Seasonal Call Spikes

Nutrisystem has a fairly seasonal business, which makes staffing for peak call volumes a challenge. When a call center experiences increases in call volume, hold times inevitably go up and abandon rates become an issue. Faced with this problem, Nutrisystem had two choices: Staff up for peak periods, or find a way to mitigate the effects of hold-time.

Like most call centers, Nutrisystem's goal was to operate as efficiently and effectively as possible. However staffing up to handle peak times is a costly, inefficient operating model, since agents would be underutilized during periods of lower call volume.

THE SOLUTION

Voice Call-Backs to the Rescue

The optimal scenario for Nutrisystem was to keep a consistent staffing level at the call center, across the various peaks and valleys.

Their focus was to eliminate the detrimental effects of hold time, without making any major changes to their existing call center infrastructure. Nutrisystem turned to Fonolo's Voice Call-Back solution, which gives callers the option of receiving a call-back when hold times are too long. Callers can simply "press 1 for a call-back" while Fonolo waits on their behalf for the next available agent.

"We decided to engage with Fonolo and utilize their call-back solution as another means for us to establish an effortless customer experience."



Bill MacBride

SVP, Customer Care Operations
Nutrisystem

THE RESULTS

More Control Over Seasonal Call Spikes

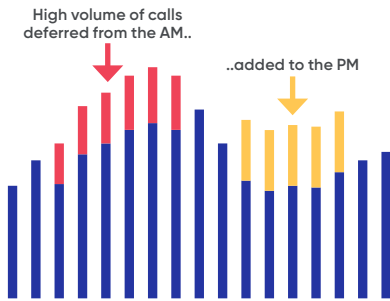
Since the deployment of Fonolo's call-back solution, Nutrisystem has been able to handle their call volume fluctuations more effectively, while reducing abandonment rates. Nutrisystem now maintains a more consistent headcount across their contact center. Best of all, by offering call-backs as an option to their customers, Nutrisystem has eliminated the dreaded choice their customers faced in past: to wait on-hold or abandon the call.

This has left callers feeling happier, which has reduced handle times and improved the customer experience. By giving their callers the option of receiving a call-back (rather than waiting on hold), Nutrisystem has improved customer satisfaction scores across the board.

"The most rewarding aspect of utilizing Fonolo has been our customer's reaction to the option; it's been very positive. Happy customers help increase brand loyalty and help the bottom line!"

-Bill MacBride, SVP of Customer Care Operations, Nutrisystem

Smooth out call spikes without adding headcount



DISCOVER MORE IN OUR WHITEPAPER

The Smart Contact Center Manager's Guide to Handling Spikes in Call Volume

DOWNLOAD NOW ↓



Michael Volensky

Director of Operational Excellence and Support, Nutrisystem

“Fonolo easily integrated into our current Telephony System and is set to offer customers a call-back if the estimated wait time reaches a certain level. We've seen better answer rates, and higher post-call satisfaction scores.”



ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers that aim to provide a superior customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit fonolo.com to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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