

case study

Rapattoni Corporation



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Debbie Goodman
Customer Support Manager
Rapattoni Corporation

connect
with ease

Industry

Real Estate Services

Profile

Rapattoni provides an array of integrated products and services for real estate associations and MLS organizations.

Situation

Rapattoni wanted a solution that could be easily managed and provided accurate reports.

Solutions

Zeacom Communications Center

CT Control, Agent Desktop and Custom Announce

Rapattoni wanted to provide a high level of customer service to the nearly 300,000 real estate agents that use their products.

Rapattoni Corporation has served the real estate industry's technology needs for the past 37 years. It employs approximately 150 people, with corporate headquarters and a state-of-the-art Internet data center located in Simi Valley, California. Rapattoni provides an array of integrated products and services for real estate associations and MLS organizations including Internet multiple listing systems, association management software, and Secure Logon authentication services.

Rapattoni's MLS Help Desk receives technical support calls, faxes and e-mails from staff and users of more than 100 MLS' nationwide. Providing a high level of customer service is what sets the company apart from their competition. The previous call center software did not meet their needs. It provided inadequate reporting, limited design flexibility and frequently had to be rebooted during service hours. They were receiving complaints from customers, and they experienced as many as 120 abandoned calls per day.

Rapattoni began evaluating a new solution in the 4th quarter of 2006. They needed a system that would be easier to manage and design, as well as improve their call reporting capabilities. Digital Telecommunications, their telecommunications provider, proposed the Zeacom Communications Center solution which was compatible with their existing NEC telephony platform.

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“Rapattoni’s Chief Technology Officer Isaac Abecassis was excited to learn about and implement the new features that software upgrades would provide on his NEC telephony platform,” says Ray Maccani, VP of Sales for DTC. “Yet when it came to the most critical technology, their call center, he soon realized that the Zeacom solution was necessary to meet their substantial growth targets. At that point, he assembled his staff and we drilled down and found acceptance of the Zeacom solution. In addition, after reviewing their voice network, we designed a Paetec network solution which would provide critical fail over in the event of a disaster, and save tens of thousands of dollars in the process. We presented the package to Rapattoni’s CFO, Scott Palladino, and after careful consideration, received his approval. Since the implementation, we have heard nothing but accolades,” adds Mr. Maccani, “it’s truly been a win-win situation.”

With Zeacom Communications Center in place, an auto attendant now directs callers to the appropriate queues that were redesigned and expanded utilizing Zeacom’s increased flexibility. “The new system provides more accurate statistics, our service levels are up, and abandoned calls have decreased. We are better able to coordinate support representatives’ schedules and most importantly, reduce hold times for callers,” says Debbie Goodman, customer support manager at Rapattoni.

The ease and flexibility of the administrator tool means that managers have more control over how calls are queued. Changes to the queues can be made immediately and the reports provide accurate and reliable information to management.

The Agent Desktop interface provides support representatives with valuable queue information. Representatives can also see at a glance the status of other support representatives. This information helps them provide better service to their customers. In fact, many of their customers have commented that they receive faster service now.

“The implementation of the Zeacom Communications Center went extremely smoothly. We had to move the scheduled installation up a day, and Zeacom was very accommodating,” added Ms. Goodman. “In fact we are so pleased with the results that we are in the process of implementing it for an additional product’s call center.”