

Camden Property Trust deploys Genesys Interaction Process Automation®

Workload management software helps company improve customer service, while increasing their competitive edge



Customer: Camden Property Trust
Website: www.camdenliving.com

Challenges:

- Improve customer service functionality, customization options, and scalability;
- Provide in-house 24/7 service.

Offerings:

- Genesys® PureConnect™ platform

Solutions:

- Digital
- Inbound
- Self-Service
- Workforce Optimization
- Omnichannel Desktop
- Analytics
- Workload Management

The challenge

The team at Camden places a premium on providing fast, informative service to current and prospective customers. "We want to be the best in the business," said Alison Hall, Vice President of Contact Center Operations at Camden Property Trust. "We answer the phone in less than 20 seconds, and our agents provide knowledgeable responses."

Camden agents had been using a contact center solution from a provider focused on the multifamily housing industry. As Camden assessed the market, it became clear that their contact center could benefit from additional customer service functionality, customization options and greater scalability.

"We maxed out our old system's functionality," said Hall. "We wanted to take on management of maintenance requests from residents, which prompted the need for a system that could automate business processes and provide reliable 24/7 service."

The solution

Camden looked for contact center technology that included process automation and workload management functionality. In addition, Camden wanted a vendor that demonstrated long-term stability and viability, and one that offered a user-friendly system for their agents.

"We considered many service providers and technical solutions," said Hall. "Financial viability was an important part of our evaluation. We did not want to worry that a company might not be around in a few years. We also observed that many solutions were focused on making IT's job easier, instead of providing the best customer experience."

Camden got help from AVDS, which designs, installs and maintains IP telephony systems for the contact center and enterprise. Based on the Camden requirements, AVDS suggested the Genesys PureConnect all-in-one customer engagement platform. Also available as part of the PureConnect platform was the Interaction

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Process Automation (IPA) application. IPA was unique in that it used proven contact center technologies to capture, prioritize, route, escalate, track and manage work throughout an entire business process lifecycle.

“IPA tilted the decision in favor of Genesys,” said Hall. “We liked the idea of making processes and policies more efficient for our customers. We also felt very comfortable having AVDS and Genesys as our partners in this process. We knew they could create the customizations that would help grow our services.”

The decision was made to purchase IPA and the PureConnect platform, which integrated with the Camden property management software. Camden also purchased the workforce optimization solution including quality monitoring, multichannel recording and workforce management.

The benefits

“Overall, the PureConnect platform and IPA gave us the tools to effectively manage interactions 24/7 by our in-house agents,” said Hall. “This is a big advantage. We have Camden employees trained to provide superior levels of customer service to every caller. Plus, we have many more options for tailoring our services now and in the future, including tighter controls over service quality.”

Specifically, Camden now has a fast and thorough process for managing inbound maintenance requests for apartment maintenance. “Before IPA, our agents couldn’t give residents specifics about how their maintenance requests would be handled,” said Brandon Thomas, Contact Center Technology Specialist at Camden. “The agent would simply take a message and begin calling maintenance providers with no particular process or timeline for resolving the problem.”

Using IPA, Camden instituted a standard process for maintenance calls. Guidelines for procedures and keywords for true emergencies (as opposed to routine requests) were built into IPA so agents could quickly decide if they needed to escalate a request 24/7.

“Because of IPA, our agents can now give callers an estimated time of arrival for assistance, which is especially helpful if it’s late in the evening or on a weekend,” said Thomas. “We’ve gotten many thanks from customers who now know the level of service they will receive when they ask for help.”

Furthermore, in the event that on-call maintenance can’t be reached, IPA has been used to guide agents through the escalation process. At every stage, IPA prompts agents to reach out to additional contacts and then logs their interactions.

IPA has also helped Camden provide more accurate information to prospects calling about available apartments. The company stores information about available apartments, their configurations and building amenities within IPA so that agents can quickly access it for callers. Agents also use IPA to create “guest cards” with prospect information, which is automatically routed to the Camden CRM system.

“There’s a lot of competition in this industry,” said Hall. “Using IPA, we can now capture prospect information more efficiently and accurately, while answering customer questions more quickly. Combined, this has given us a major competitive advantage.”

The Camden contact center has also benefitted from the PureConnect platform. “With our old system we could only offer callers a few IVR options,” said Hall. “With the PureConnect platform, we can add any number of IVR options. For example, particularly helpful are messages we can quickly create and activate when inclement weather has caused a power outage so that customers know we’re aware of the problem. We also use the PureConnect IVR solution to give customers self-service on a number of items, if they prefer.”

Bottom line, combining the PureConnect platform with the IPA solution has helped Camden exceed the expectations of their customers, who increasingly demand more efficient and personalized service. “Our prospects and renters have high expectations for customer care,” said Hall. “The PureConnect platform and IPA have enabled us to provide excellent customer service, while making it fast and easy for us to adapt to new service requirements as customer needs change.”

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About Camden Property Trust

Camden Property Trust is one of the largest publicly traded multifamily companies in the United States. Structured as a Real Estate Investment Trust (REIT), the company is engaged in the ownership, development, acquisition, management and disposition of multifamily apartment communities. Camden is headquartered in Houston, Texas, and employs nearly 1,800 people.



For more information,
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About AVDS

In a world with 50 billion devices, AVDS partners with organizations on their digital transformation journey with communications, collaboration and customer engagement solutions. Our deliberately different approach begins with identifying a customer's uniqueness and weaving it into our strategic offerings. For over 25 years, digital disruption has been in our DNA. Awarded Genesys North American Partner of the Year, 2016, AVDS represents leading manufacturers, including Genesys, CallMiner, SmartAction, Teleopti and Vidyio.



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RESULTS

Faster service

by automating maintenance request processes

Competitive advantage

gained by accurately capturing and providing detailed information

Easy IVR options

enable more convenient and proactive service

ABOUT GENESYS

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