



**Enghouse  
Interactive**



## CASE STUDY

# The Seattle Times

How Enghouse Interactive transformed customer engagement, helping them save \$180,000 annually

an Enghouse VoicePort Case Study

Industry: Newspaper Publishing



**The  
Seattle  
Times**

### **Proud of its unique heritage and reputation for excellent journalism**

The Seattle Times, established in 1896, is one of the oldest and most esteemed newspapers in the Pacific Northwest, and is one of the few independent and locally owned news media organizations in the United States.

Throughout its 127-year history, The Seattle Times has pursued excellence in regional public-service journalism, and currently owns the distinction of being the most-visited digital news source in Washington state.

# The Challenge

## Facilitate seamless communication between subscribers and support staff, and elevate customer service standards

**Industry:** Newspaper Publishing

**Goals:** Empower the frontline with easy access to necessary customer information, helping them serve customers more efficiently

Analyze data and improve self-service

**Benefits:** Annual cost savings of \$180,000

Reduced expenses towards physical phone hardware and office space

Enhanced operational efficiency

Empowered Agents, happy Customers

### Salesforce Integration with Call Center Solution

The Seattle Times relied on its contact center solution to facilitate seamless communication between subscribers and support staff. Recognizing the need to elevate customer service standards and streamline workflows, the company set its sights on integrating Salesforce with its contact center solution.

However, its previous solution lacked the essential capabilities required for seamless integration, thereby posing operational challenges. Without the integration, The Seattle Times found themselves unable to fully capitalize on opportunities for personalized customer interactions, efficient data analysis, and self-service options.

Additionally, amidst their circulation system change, The Seattle Times discovered the need for a new IVR (Interactive Voice Response) system. This requirement was complicated by the additional costs they incurred with their previous provider for every system change, impeding The Seattle Times' ability to swiftly adapt to evolving business demands.



## VoicePort Interactive Voice Response (IVR) System from Enghouse



### Resolving inconsistencies, increasing insights, and reducing costs

Enghouse Interactive swiftly addressed the challenges faced by The Seattle Times by providing them with their advanced IVR system, VoicePort, together with their softphone and messaging systems.

Seamless integration with Salesforce grants a 360-degree view of Customers, empowering the organization with detailed customer data and insights within the secure contact center environment, facilitating automation and efficiency while enabling personalized customer experiences.

### VoicePort features included:

**Extensive IVR:** Automating routine customer inquiries like bill payments, subscription renewals, and credit adjustments, allows agents to handle more complex issues and improves overall efficiency.

**Chatbot:** The integrated chatbot feature provides instant responses to customer queries through text-based interaction, enhancing self-service capabilities and reducing wait times.

**Outbound IVR:** Proactively keeping customers informed via outbound calls reduces inbound inquiries and contact center load, and improves customer retention.

**AI-Powered Messaging:** AI-Powered messaging offers chat, SMS, email, social, web, and app support, automating 40% or more of messages and boosting agent efficiency by 3x if agents need to step in.

**Salesforce Integration:** Seamlessly offers a comprehensive view of customer interactions, enabling personalized service and efficient data management within the contact center environment.

**Call Recording:** VoicePort includes call recording functionality for quality assurance and training purposes, allowing businesses to monitor interactions and ensure high service standards.

**Cloud Deployment:** VoicePort's cloud-based architecture ensures flexibility, scalability, and cost savings, supporting remote work capabilities and eliminating the need for extensive physical infrastructure.

**Reports:** Detailed reporting and performance metrics, such as call handling times and dropped calls, giving businesses valuable insights to optimize their contact center operations.



# The Benefits

## \$180,000 in Annual Savings with Enghouse Solutions

With the implementation of Enghouse Interactive's solutions, The Seattle Times realized numerous benefits. Enghouse's assistance in delivering significant financial savings and operational value was particularly noteworthy.

One of the main cost saving factors was the absence of charges for changes to their systems. Unlike the Seattle Times' previous vendor, Enghouse did not charge for system changes which gave them the flexibility to adapt to evolving business needs without incurring additional costs.

Enghouse VoicePort's integration with Salesforce provided enhanced capabilities for customer data management and automation while better understanding of their customers' needs and preferences enabled more personalized interactions, and streamlined processes.

Other benefits included:

**Reduced hold times** for customers due to automation and enhanced self-service capabilities.

**Agent coaching based on real-time call monitoring**, performance analytics, and insights.

**Freeing up agents and customer service staff** for more complex calls and issues.

**Cost savings** due to the cloud-based nature of these solutions compared to physical phone hardware.

**Improved reporting and performance metrics** such as ACH/AHT (average call handle time) and dropped calls.

**Enhanced work-from-home capabilities**, allowing agents the flexibility to work remotely and reducing the need for office space.

**Call recordings for compliance and quality assurance**, contributing to maintaining high service standards.



## Looking to the Future

# A premium Customer Experience for The Seattle Times customers

The Seattle Times is committed to providing a high-quality, streamlined customer experience, and the company knows they can count on Enghouse Interactive and the VoicePort solution to consistently deliver the tools and support to meet this goal.



"We wanted our staff to efficiently serve our customers by having easy access to necessary customer information, which led us to integrate Salesforce and implement a comprehensive IVR system, among other upgrades."

*Matt Ayton – Call Center Manager, The Seattle Times*

"Everyone at Enghouse has been great to work with. Very responsive when there is an issue, they also listen to our business needs for additional solutions. Shaun McCurdy has consistently been accessible and responsive, even outside of business hours. Along with Dan Martini and Robert Dumas, he helped us identify the optimal solution for our challenges."

*Tamara Galvan – Department Manager, The Seattle Times*





## About Enghouse VoicePort

VoicePort, from Enghouse Interactive, redefines innovation and excellence in customer engagement across the media industry. Designed specifically for media companies with subscription-based customers, VoicePort offers automated, customizable self-service capabilities. Harnessing Conversational AI, text-messaging, and text-to-speech support, VoicePort helps media companies to take customer interactions to the next level. Key features like real-time call monitoring, detailed performance metrics and automated call routing streamline contact center operations and enhance agent productivity. Moreover, the team's deep attention to their customers' requirements makes Enghouse VoicePort the number one choice for contact center operations in the media industry.

## About Enghouse Interactive

Enghouse Interactive is a global leader in contact center software, services, and video solutions. For nearly 40 years, it has served thousands of customers in 120 countries. Its extensive product portfolio caters to various industries, including finance, technology, healthcare, and media. Core values of reliability and choice distinguish Enghouse in the marketplace. Enghouse continuously honors its commitment to clients, staff, partners, and investors. Enghouse offers an unparalleled range of customer experience solutions that can be deployed on-premises, in the cloud, or in a hybrid environment. Enghouse supports all telephony technologies, enabling customer reach anytime, anywhere, for businesses of all sizes.

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