



## Internet Wine Retailer

### **Company Description**

The leading online retailer of Wine.

### **Application**

Interactive Voice Response (IVR)

### **Key Business Challenge**

During the holiday season, call volumes are five times the normal levels compared to the rest of the year. A large number of those calls are inquiries about the status or whereabouts of an order placed online. Wine.com was challenged with managing these seasonal spikes in call volume, and the inability of live call center agents to adequately and affordably handle those peaks.

### **Parus Solution**

Parus designed a speech-enabled IVR solution to automate order status call types, which integrated with the company's back-end information systems and outside transportation companies to provide real time order status. By providing automated information to the caller, the company could focus its call center resources on helping customers make revenue-driving wine and gift selections.

### **Reason for Choosing Parus**

This client selected Parus for its ability to provide a customized speech-enabled communication solution. Parus' ability to customize and tailor the overall solution to meet their specific challenges was the key factor in making their choice.

While speech enabled IVR meets an immediate need for this online retailer, the company also selected Parus for its ability to deliver call routing, front-end auto-attendant and marketing campaign management solutions in the future. The flexibility of the Parus technology allowed for a customized solution that was quickly deployed.

Lastly, the company's desire to work with only one solution provider to meet their needs today and down the road was a deciding factor in selecting Parus.