



Broadvoice b-hive fixes call center operations for appliance repair company

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Erica Mello,
owner, Wilshire
Refrigeration
and Appliance



If your Sub-Zero fridge is on the fritz, who ya gonna call? If you live in Southern California or Las Vegas, it's Wilshire Refrigeration & Appliance. The family owned and operated company has repaired nearly a million high-end appliances for more than 350,000 customers since it was founded 40 years ago. Today it's the only factory certified dealer for Sub-Zero and Wolf appliance repair throughout Southern California and the greater Las Vegas area, making it the largest service provider of its kind in the country.

Wilshire's customer service reps (CSRs) field hundreds of calls daily, dispatching dozens of technicians throughout the company's service territory. With surging volume of repair requests, Wilshire's legacy phone system was struggling to keep pace and hampering the company's growth.

Challenge

With offices in three different cities and a growing staff of CSRs to answer

increasingly heavy call volume, Wilshire had outgrown its TDM-based legacy phone system.

"We had a lot of issues with our older phone system," said Erica Mello, owner of Wilshire Refrigeration and Appliance. "It was breaking down and the IT firm supporting it was slow to respond and send techs to our location, which was getting untenable. We needed a more modern, flexible and reliable VoIP solution that could help us grow." Call center capabilities, including support for remote CSRs, were key to Mello's plan to take on the next million repairs.

Solution

After exploring several cloud-based phone systems, Mello and her team determined that Broadvoice's b-hive platform was the best solution for the company's multiple offices and growing staff of remote CSRs. It's an award-winning solution that integrates powerful cloud PBX,



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UC, collaboration and virtual call center features in one platform that's connected to Broadvoice's secure, redundant network and hosting infrastructure. The platform delivers a range of communications capabilities that are rarely found together in enterprise cloud solutions, let alone one designed for small and medium businesses (SMBs) with as few as 10 employees.

The system's call center key performance indicators (KPIs), such as speed of answer and missed calls, as well as the shadow feature (wherein managers can listen in on a call) were particularly appealing to Mello.

"We demoed solutions from several providers but were immediately drawn to Broadvoice's b-hive platform," said Mello. "It was really user-friendly with a clean dashboard, offered a rich set of features, and the built-in virtual call center capabilities were perfect and priced right for our needs."

Results

The Broadvoice b-hive platform has helped the Wilshire streamline operations and enhance customer service beyond expectations and in surprising ways, Mello said.

"If you had asked me a year ago whether we would have remote office staff, I would have said you're crazy," she said. "But since implementing Broadvoice's b-hive platform, I've been amazed at how productive our CSRs can be when working at home. I don't want any of our call center agents in house any more. I want them all at home because they're comfortable and extremely productive in their own environment."

Support for remote CSRs also enables the company to be more flexible as well as attract and retain employees. Case in point: Wilshire recently needed to transfer a tech to Las Vegas, but he was engaged to a CSR working in the main office in Chatsworth, Calif. What normally would have been a difficult decision for the couple was made easy thanks to Broadvoice b-hive.

"The tech never would have considered leaving his fiancé to move to Las Vegas," Mello said. "But because our phone system and contact center capabilities enable us to employ CSRs from any location, she doesn't need to be in the main office. She will be just as productive – and likely even more productive."



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