



Case Study

Davco Technologies/MyPillow

SkySwitch Reseller Davco Technologies Makes MyPillow's Dream Come True

Challenge

Located in Forest Lake, Minnesota, Davco Technologies, Inc. has been serving the seven-county metropolitan area and western Wisconsin since 1979. They provide a full line of computer and telephony systems, as well as network engineering, security systems, cabling, electrical contracting and electronic engineering.

Davco was approached by Mike Lindell, inventor and founder of MyPillow, with a vision about how his company's inbound call center should work to improve the ROI for their television advertisements. At the time, MyPillow ran an internal call center with full-time sales agents taking calls. Lindell believed that a key driver to the company's growth would be the ability to expand call center capacity by using flex-time at-home agents alongside the company's expanding internal workforce.

The challenge was to find a way to realize this goal without sacrificing performance. The target audience for MyPillow products values exceptional, personalized customer service. If callers have to wait on hold for thirty seconds before being connected to an agent, those thirty seconds could easily mean the difference between a happy customer and a lost opportunity. Accordingly, Lindell wanted to create an atmosphere where agents would be rewarded for taking calls quickly, and managers could efficiently use call center data to identify and fix potential problems.

Solution

The SkySwitch Call Center as a Service (CCaaS) platform is a true multi-tenant cloud service that delivers all of the features and functionality of an enterprise-grade contact center platform in a format that maximizes a reseller's opportunity for success. The SkySwitch CCaaS offering has an open API that allows SkySwitch resellers to integrate and customize applications system-wide or on a per-tenant basis. With these options, it is possible to tightly integrate third-party applications, such as CRM or ERP, into agent desktops, as well as allow business customers to build and execute their own custom applications.

Using the SkySwitch CCaaS platform as a foundation, Davco Technologies met MyPillow's challenge by building an application that allows both in-house and at-home agents to view all calls as they enter the inbound call queue. Agents can take a call by clicking an Answer button in the application and calls are delivered to agents on a first-click

Challenge:

Develop a call center with integration into an ERP system to meet a customer's unique requirement set

Key SkySwitch features leveraged:

- CCaaS
- API

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– Mike Lindell

Inventor and Founder of MyPillow



basis. That way, there is always an incentive to take a call as soon as possible. This approach has drastically reduced the answer time while simultaneously rewarding agents that are efficient and effective.

Davco Technologies also built the ability to stagger the inbound visibility by performance. By tying the call center metrics to MyPillow's ERP system, the company now has the ability to score agents by answer time, closing percentage, average order value, and customer satisfaction—each with its own weight in the overall score. Using this score, the Davco application routes calls based on prior performance so that higher-performing agents (if available) get the chance to take calls before the lower-performing agents.

On the management side, in-depth reporting and troubleshooting functionality, available through Davco's application from SkySwitch CCaaS, allows MyPillow managers to quickly flag and escalate problems, while the call recording functionality allows quality control personnel to rate and review calls for performance based on pre-established criteria. The system allows both in-house and at-home agents to be managed as discrete groups or as a unified whole.

Benefits

According to Lindell, the results have exceeded his expectations. "The system that Davco built for MyPillow with SkySwitch is a true game changer. Since word spread about the new MyPillow work environment, job-seekers have been stacking up like 'cordwood' to apply for open agent positions because we give them the flexibility to work when and where they want, and they know that hard work has tangible results here."

David Povolny, CEO of Davco Technologies, added that "the solution would be equally valuable to any call-centric organization that could benefit from the ability to scale call center staff in a flexible and efficient way."