

Red Roof Inns

A leader in the economy lodging industry with franchised, corporate-managed, and corporate-owned properties, serving millions of guests each year finds agent empowerment key to customer satisfaction.



Results

- Won JD Powers award for customer service 2 out of the last 4 years
- Improved retention rates
- Increased efficiencies across the contact center
- Higher employee satisfaction



The Organization

With coast-to-coast locations, Red Roof has over 350 properties in the U.S. and serves millions of guests each year. Red Roof's primary goal is to provide customers savings without sacrificing comfort. Known for having a warm and welcoming spirit for over 30 years, Red Roof's new NextGen hotels feature updated interior and exterior designs that demonstrate Red Roof's dedication to providing customers with an affordable stay in a clean, comfortable, and modern room.

Motivation for Change

Under prior management, Red Roof's contact center systems and technology were operating inefficiently. Manual processes were used for reporting and it had become a tracking nightmare for supervisors. Agent requests for shift changes, vacation, or holidays were frequently dropped or forgotten creating frustration and lost productivity.

With new corporate management, Red Roof underwent a paradigm shift to empower employees to deliver exceptional service. The company's contact center was dedicated to developing an innovative approach to service that demonstrates appreciation for its agents. However, their outdated technology was an obstacle to delivering on their vision and their core focus: the customer experience.

The Desired Solution

Red Roof sought a new solution that would unify its inbound customer contact capabilities with its workforce management software. The company wanted to do away with manual reporting and implement technology that empowers their agents to deliver exceptional customer experiences. At the same time, Red Roof wanted a workforce management solution that would evaluate staffing needs and automatically inform agents of approved schedule requests. Red Roof also saw an opportunity to reduce attrition and increase employee satisfaction by implementing a work at home agent program that would not only reduce overhead expenses and training costs for the company, but also eliminate commuting expenses for agents.

Why Aspect

Eric Bassell, director of contact center operations at Red Roof, worked with Aspect's solutions in the past and wanted to implement Aspect® Unified IP® and Aspect® Workforce Management with Microsoft Lync and SharePoint to eliminate the hurdles of manual reporting and pave the way for a telecommuting program.

Adding to Red Roof's confidence in Aspect was their 24x7x365 ability to support Red Roof's contact center operations. Aspect's remote capabilities and geographically-deployed field engineers drive timely resolution across a full range of system issues. Making things even easier for Red Roof, in the event of a hardware failure, Aspect will arrive on-site with spares and replace the failed hardware.

Aspect's complete support capabilities gave Red Roof the assurance that the Aspect support team would keep their system running at peak performance without business interruptions during critical business hours – including holidays.

The Results

Since implementing Aspect® Unified IP® and Aspect® Workforce Management, Red Roof won the JD Powers award for customer service two out of the last four years. Even on the non-winning years their index increased showing positive trends. The market metrics report for hospitality customers have consistently given Red Roof glowing reviews for agent friendliness, professionalism, and accurate and tangible service.

The business impact of Aspect Unified IP and Aspect Workforce Management integration on Red Roof has been greater efficiency, increased employee retention and satisfaction and an overall reduction in recruitment costs. An unexpected benefit for Red Roof has been agent investment in the business. In fact, many agents are developing careers with Red Roof that start in the contact center. For example, the first year the technology was in place, Red Roof hired 50 agents and 35 remain with the company today. Each has since moved up in the organization to other roles including supervisors, specialty departments, guest relations, quality, and a few are even in corporate headquarters.

"One of the things we took to heart when we opened the center is that if we can appreciate our employees and build relationships with them, then they will provide great service to our customers," said Eric Bassell. "Aspect's technology gives us the tools to show our employees that they are important to our business and empower them to do what is right for the customer."

One of those tools is Aspect's Active Learning, a subscription-based, efficient method for training administrators and especially helpful for those that work at home. Active Learning enables Red Roof employees to quickly gain the skills necessary to administer the Aspect workforce solution.

"We are thrilled with Aspect's Active Learning training experience. I have taken a few classes myself and I plan on having my team take more," said Bassell. "The subscription-based training enables us to minimize travel expenses and reduce the learning curve for new employees to create more active engagement."

The successful work from home program keeps the contact center operational during even the most inclement weather and builds a reserve of emergency response labor to meet volatile staffing requirements.

Also contributing to agent satisfaction is Red Roof's creative staffing capabilities made possible through Workforce Management's solid historical tracking. Supervisors can quickly create a schedule run, manipulate a master template, or create a variable staffing program from the intraday staffing balances. This results in enabling Red Roof to structure agent schedules to meet the business needs and schedule agents in a way that addresses their work/life balance.

Red Roof employs Microsoft Lync and SharePoint on every agent desktop to provide a support network for all their agents. Agents can look up issues they are experiencing in a SharePoint knowledgebase or they can instant message experts on Lync for an immediate response. Red Roof also uses Lync to troubleshoot issues on agent desktops if they are experiencing difficulties with the technology.

Red Roof's future plans are bright – including expanding their brand in the East and West coast markets. Aspect will be there every step of the way to help them realize their goals.

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

