



## First American Home Buyers Protection

First American Home Buyers Protection (FAHBP), a division of The First American Corporation, offers comprehensive warranty coverage on all standard home systems and appliances. The company prides itself on providing fast and friendly customer service and is available 24 hours a day, every day of the year, to take service calls. FAHBP has a large network of certified, insured contractors throughout the nation. In 2006, the company saved homeowners over \$119 million in home repair costs. For more information, visit <http://homewarranty.firstam.com>.

### Challenge

First American Home Buyers Protection (FAHBP) needed a full-time call recording solution primarily for liability management, quality assurance, and training purposes at its call center locations in Santa Rosa, Calif., and Odessa, Texas. The company's original call recording system did not capture 100 percent of the call centers' telephone sales interactions with warranty holders. In the case of a dispute, there was no recourse other than to refer warranty holders to their contracts, which often didn't result in a positive customer experience. Effective agent evaluation was also difficult to achieve because the company's Quality Assurance department only had samples of each agent's calls. With regard to one-on-one training, supervisors had little to work with when it came to providing agents with real-life examples of call handling techniques. The company's inefficient selective call recording system simply didn't provide enough data from call recordings from which to derive a constant source of positive and negative sales call handling examples.

### Solution

The FAHBP Renewal Sales Division chose a Customer Contact solution featuring VPI's Activ! Voice digital call recording solution and Activ! IQ Call Center Quality Monitoring software. It integrated these applications with Avaya Communication Manager using Avaya Communication Manager Application Programming Interface. The integrated Avaya/VPI solution allows FAHBP to record all customer interactions – not just a sampling - and store these recordings on the company's server in electronic digital format. By capturing all customer interactions, FAHBP can refer to those recordings for liability management during disputes with warranty holders that include a “he said, she said” conflict, and also share the recordings via email with anyone in the organization for quality assurance and training purposes. FAHBP's Renewal Quality Assurance department is using the recordings to reinforce sales training sessions with individual call center

agents to improve overall agent performance. Call center supervisors use the recordings on an “as needed” basis to conduct one-on-one reviews with call center agents, focusing on the agent's strengths and weaknesses during all sales interactions with warranty holders.

### Results

- Resolved liability management issues.** The VPI Activ! Voice digital call recording solution integrated with Avaya Communication Manager has put an end to FAHBP's issues with regard to sales liability management. The company can now easily resolve customer complaints by simply retrieving and playing back the pertinent sales call. In addition to virtually eliminating the possibility of costly litigation, this also has increased customer satisfaction and retention.
- Quality assurance and improved training.** Gaining the ability to review all sales calls — as opposed to just random sampling — has allowed renewal supervisors to improve agent training and, ultimately, the quality of service provided to customers. With access to full-time recording capabilities, FAHBP supervisors can focus on representatives who haven't responded correctly to customer inquiries. They review sales calls to see if these poor interactions were isolated incidents or signs of a pattern indicating that a representative did not understand training sessions. *“The Avaya/VPI solution has really benefited the development of our sales people,”* said Patrick Hogan, vice president of renewals. *“With its full-time recording capabilities, there are tremendous benefits, such as improved training, increased customer service levels, and enhanced liability protection that just can't be realized with sampling.”*
- Enterprise collaboration.** By using Activ! IQ and gaining access to electronic files of calls and reports stored on a network server, FAHBP supervisors can circulate copies faster and more efficiently throughout the organization without leaving an inefficient paper trail.
- Improved employee morale, performance and retention.** FAHBP representatives have responded enthusiastically to one-on-one coaching and training when complete sales call recordings are used to review and identify their strengths and weaknesses. As a result, performance levels have risen and employee retention rates are at an all-time high. FAHBP senior managers also feel the Avaya/VPI solution plays a significant role in helping them make quicker determinations on whether or not an

employee is a “good fit” during their introductory period (first 90 days) with the company. Recording all calls also allows for more in-depth evaluations when monitoring a representative’s progression during all interactions with customers. *“We now have more customers calling in and asking to speak to a manager not to complain, but to say, ‘You’ve got such a professional, polite and friendly team,’”* said Hogan. *“We attribute that positive feedback to our ability to listen to our reps interacting with customers using the Avaya/VPI solution and ensuring procedures are being followed.”*

- **Increased revenue.** Thanks to enhanced training and coaching, representatives are more focused on asking policyholders for new business at time of renewal. The result has been an increase in additional properties at time of renewal.
- **Competitive Advantage.** FAHBP cites its Avaya/VPI solution as a competitive advantage due to the decrease in misrepresentations made to customers

during interactions. Based on its competitive research, FAHBP’s Quality Assurance supervisors are sampling calls more actively than other companies in the industry and, as a result, requiring a stronger discipline from its representatives. *“I’m excited because the combination of Avaya and VPI technologies has helped me strengthen my organization and make improvements in ways that weren’t possible in my 19 previous years in the renewal organization,”* said Hogan.

### ABOUT DEVCONNECT

The DeveloperConnection Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at [www.devconnectprogram.com](http://www.devconnectprogram.com)

### ABOUT FIRST AMERICAN HOME BUYERS PROTECTION CORPORATION

First American Home Buyers Protection (FAHBP) is one of the nations leading and most experienced home warranty companies. FAHBP provides one year residential service contracts that typically cover the major systems and appliances in homes. The company has over 475,000 contracts in force and will respond to close to one million requests for customer service. FAHBP operates in 46 states and maintains a network of over 7,000 certified contractors.

The First American Family of Companies, many of which command leading market share positions in their respective industries, operate within five primary business segments, including: Title Insurance and Services, Specialty Insurance, Mortgage Information, Property Information and First Advantage. With revenues of \$8.5 billion in 2006, First American has approximately 2,100 offices throughout the United States and abroad. For more information, visit <http://www.firstam.com>.

### ABOUT VPI

VPI is a leading innovator and provider of integrated interaction recording and workforce optimization solutions for enterprises, trading floors, government agencies, and first responders. Through its award-winning suite of solutions, VPI empowers organizations to proactively improve the customer experience, increase workforce performance, ensure compliance, and align tactical and strategic objectives across the enterprise. With the power to be proactive, organizations are equipped to actively identify and maximize opportunities and minimize risk. For more than a decade, VPI has been providing proven technology and superior service to more than 1,000 customers in over 25 countries. This dedication and commitment to excellence has resulted in an unmatched customer loyalty rate of over 90 percent. For more information, visit <http://www.VPI-corp.com>.

### ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: [www.avaya.com](http://www.avaya.com).

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