

CUSTOMER PROFILE

Digi-Key Corporation

INDUSTRY

Electronic components distribution

WITNESS SYSTEMS SOLUTIONSImpact 360™ Quality Monitoring*
Performance Optimization Workshop**REGION**

North America

LOCATION

Thief River Falls, Minn.

NUMBER OF AGENTS

400

RESULTS

- Rejuvenated quality assurance program to further strengthen market leadership and ensure highest levels of customer satisfaction
- Improved quality monitoring processes and streamlined use of technical resources
- Enhanced recruitment program and pre-employment screening, as potential employees participate in a mock interaction that is recorded and scored with the software

OPPORTUNITY

Digi-Key is one of the fastest-growing electronic component distributors in the United States, moving into the Top 12 among the more than 800 distributors in North America. The company's catalog, which contains more than 200,000 products representing more than 240 manufacturers, is updated and expanded every 120 days. In as little as 20 minutes, orders can be processed, inspected and shipped. Digi-Key believes its growth can be attributed to its customer-centered business philosophy: provide the customer with the absolute best service possible. The company has earned the highest rankings in on-time delivery, responsiveness and overall performance for 10 years in a row, according to an annual *EE Times* distribution study.

Digi-Key wanted to maintain its market leadership position, which it had achieved by consistently focusing on its customers and their needs. When the legacy voice-only recording system the company had been using to monitor its customer interactions failed, Digi-Key capitalized on the situation by revamping its quality assurance (QA) program, deploying a more sophisticated technology to capture both the voice and data components of customer interactions. By capturing not only agents' voice interactions but their corresponding desktop keystrokes, Digi-Key could better analyze its contact center's performance and ensure continued success.

SOLUTION

Digi-Key implemented Impact 360 as its automated customer interaction recording solution and as its online performance reporting tool. "We wanted to work with Witness Systems because of its expertise in quality monitoring and strong customer references," explains Linda Johnson, telemarketing manager for Digi-Key.

Prior to the software's installation, Digi-Key enrolled in a Performance Optimization Workshop offered by the Witness Consulting Network. During the four-day workshop, Digi-Key developed an evaluation form that reflects its corporate, contact center and agent goals, along with the definitions for agent skills and behaviors to ensure consistent performance measurement.

In addition, Digi-Key produced a prioritized project plan to build the processes required to support its rejuvenated quality assurance initiative. "The Performance Optimization Workshop was invaluable because it helped us link our business drivers with our center goals," Johnson says. "It equips you to manage the complexities inherent in building or 'remodeling' a quality assurance program and gave us the baseline from which to begin looking at the picture in terms of our center's overall performance."

* At the time of implementation, the solution was called eQuality Balance. Witness Systems has since rebranded its solutions as Impact 360.

"We're committed to giving our coaches the information and tools they need to maintain positive relationships with their teams."

– LINDA JOHNSON, TELEMARKETING MANAGER,
DIGI-KEY CORPORATION

A "smooth" implementation followed, allowing Digi-Key to institute its new QA program without delay. The "SMART" system — which stands for specific, measurable, achievable, realistic and timely — keeps Digi-Key focused on the basics with quality top of mind. Not only does the company focus

more attention on its agents and improving their skills, it's providing more support for its coaches. In fact, Digi-Key plans to develop specific training courses for its coaches based on the intelligence it collects through Impact 360. "Sometimes it's a challenge to correct or change agent behaviors," Johnson explains. She notes that Impact 360 helps take away the "fear factor" because it fosters accountability on both sides — from the agents as well as the coaches.

At Digi-Key, agents and their coaches review and score captured customer interactions together. These feedback sessions take place on the production floor within view of the entire team, demonstrating that coaching delivered in an open and positive manner encourages optimal performance.



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