



Killington is a year-round mountain resort and is owned by the Powdr Corporation. With six peaks, 4,241' elevation, 3,000' of vertical drop, and incredible views, Killington provides many opportunities for outdoor adventure with the longest on-snow season in the Eastern United States. Guests enjoy skiing, snowboarding, snowshoeing, hiking, biking, snowmobile tours, gondolas, a spa, and more. The resort operates 13 restaurants and multiple lodging accommodations.

Over 20% of their revenue is booked through the Reservations Contact Center.

/ The Need

Antiquated Contact Center Hardware & Software

The old Nortel Symposium Call Center was server-based, extremely old, and no longer supported. Because the Call Center is a significant conduit to revenue generation, Killington realized this was a huge liability in their operation.

Modernization

With the opportunity to refresh their Contact Center technology, Killington realized this was an opportunity to look at cloud solutions to avoid ending up in their current situation – a system that was complex, required hardware and software maintenance, was a single point of failure, lacked modern-day features, unsupported, and obsolete.

Pricing Flexibility in a Seasonal Business

Like so many seasonal businesses, the lion's share of Killington's revenue occurs within a few months of the year. As such, Killington adds many Contact Center agents during the busy snow season, and scales down for the off-season. Unlike in the past, Killington management didn't want to invest a large amount of money in hardware, software, and licensing to accommodate the busy season, only to have that capacity sit idle in the off-season.

Dial Tone Flexibility

To expand on the last point, Killington also didn't want to commit to large telecommunications contracts to accommodate the substantial call volume in the on-season, only to have to pay for those idle trunks in the slow season.

Future Multi-Channel Options

To accommodate the diverse communications preferences of their guests, Killington realized that the days of offering only voice communications were over. Like every service business, Killington's guests prefer other communications modalities like web chat, email, SMS, and Social. The new Contact Center had to offer these capabilities.

/ The Evaluation Journey

Why Choose Genesys PureCloud?

Killington's parent company, Powdr Corporation, contacted Inflow Communications for Cloud Contact Center recommendations. Inflow is Powdr's trusted communications advisor and supports the telecommunications infrastructure at other Powdr properties. After evaluating a few different providers as well as seeing a PureCloud demonstration, Genesys PureCloud Contact Center was selected.

"We liked the next-generation technology and scalability since we are a seasonal business."

"We also liked that Genesys is committed to continuing to evolve and innovate the PureCloud platform. That, and there was significant cost savings as opposed to a capital expenditures on software and hardware."

- Jane Bird, Reservations Manager

Why Choose Inflow?

Killington understood that, regardless of the technology, the implementation and support partner could make or break a project of this magnitude. As is most often the case, Killington's communications are mission critical. Because of Inflow's record of accomplishment with the rest of Powdr's resort properties, the choice was obvious.

"Inflow's history with our parent company, and familiarity of our industry and Contact Center operations made us feel comfortable." - Jane Bird, Reservations Manager

Additionally, although a cloud-based installation, Killington knew they needed the onsite implementation and training expertise Inflow provides.

/ The Solution

Killington didn't want the new Contact Center solution to have any reliance on the old Nortel phone system. Inflow designed and implemented a PureCloud Contact Center that leveraged the Engage client for the Contact Center agents and supervisors. The main numbers were imported to PureCloud. All calls enter the AWS-based PureCloud infrastructure, get queued, and route to onsite Polycom IP handsets over a dedicated fiber Internet connection. Agents and Supervisors use the web-based PureCloud Engage client to log in/out of queues, collaborate with other agents, control calls, see real time Contact Center queue statistics, and more.

/ Real World Benefits and Examples

Interaction Recording

PureCloud's built-in call recording and evaluation solution was an unexpected benefit for Killington management.

"We've never been able to do voice recordings. We had a manual process previously. Now with PureCloud recording, we can record every guest interaction. We've already used it to research service issues, provide quality improvements, coaching, and "he said/she said" scenarios." - Jane Bird, Reservations Manager

Callback in Queue

During periods of high call volume, guests are given the option to enter their phone number and have the system call them back, keeping their place in queue or at a time that's more convenient for them.

"The callback in queue feature has really improved our guest service. When we're very busy, a lot of our guests take advantage of that." - Jane Bird, Reservations Manager

Omni Channel

Killington plans to implement PureCloud's web chat functionality. Like voice, email, SMS, and social interactions, PureCloud can queue and intelligently route and report on every inbound web chat interaction based on agent availability, skill, priority, or other logic.

Cost Savings with Scalability

As the busy season ramps up, and Killington adds agents to their Contact Center, they only pay for what they “consume.” After the busy season, they remove agents from the system, and their monthly bill goes down. It’s that simple. Additionally, because PureCloud is essentially an infinitely scalable cloud service, they don’t have to plan for, and purchase enough trunks or dial tone facilities to accommodate a massive influx of calls. PureCloud can scale from one to thousands of calls immediately. Not only was there very little capital outlay to implement the PureCloud Contact Center, Killington now has a state-of-the-art and always current Contact Center Technology, with the added advantage of scalability.

Disaster Recovery/Business Continuity

A large portion of Killington’s revenue is generated via the Contact Center. As such, it’s imperative that agents can receive calls always. Because PureCloud is 100% cloud-based, this is easily accomplished. Inbound calls can easily be re-routed to agents’ cell phones or other landlines in any sort of failure scenario.

Additionally, the PureCloud Platform is the first cloud platform built using microservice architecture atop Amazon Web Services (AWS). Each microservice operates independently, so one failure won’t set off a domino effect. Most other cloud applications are monolithic. A failure in one area can have a devastating impact on others, causing massive service outages for customers.

/ How is Inflow Different?

As advertised, Inflow’s expertise in PureCloud technology as well as general Contact Center Operations was crucial to the success of the project.

“Inflow was here for five days during the deployment—that was very helpful. It would have been very difficult, if not impossible, to pull this off without them.”

“Throughout the whole process, I was very impressed with the follow up Inflow did to make sure we were satisfied.”

“Inflow’s training was great. Additionally, what was very valuable was that Inflow held our hand through the process. They didn’t just sell it and walk away. They helped us design the solution and offered best practice suggestions. I provided the call flow from the old system, Inflow made suggestions on how to do it better.”

- Jane Bird, Reservations Manager

/ Conclusion

Like so many businesses today, Killington took the leap and moved their mission-critical Reservations Contact Center into the cloud. More importantly, they placed it into Amazon Web Service-based Interactive Intelligence's/Genesys PureCloud, which provides them with virtually unlimited scalability and uptime. Now they're enjoying consistently up-to-date next generation Contact Center technology, on a "pay as you consume" pricing model that better aligns with their operation, and a differentiated customer experience with Omnichannel technology.

That all said, Contact Center technology is far from a commodity. It is not "set it and forget it." It is a living, breathing, ever-changing, mission-critical application in the business. Killington realized they needed the subject matter experts at Inflow Communications. The project planning, design, best-practices implementation, cut-coverage services, and training proved to be priceless. Without Inflow, the project wouldn't have been near as successful.

About Inflow

Founded in 1997, Inflow Communications is a national leader in unified communications and Contact Centers. With over 100,000 endpoints under Inflow's innovative support plans around the world, their dedication to knowledge, innovation, and unrivaled customer support has landed them in ShoreTel's top 2% in global customer satisfaction, and as a winner of ShoreTel's coveted Circle of Excellence Partners award. For two years in a row, Inflow is a ShoreTel Platinum Partner, the highest level of partnership, and is their fastest growing partner globally. In addition, Inflow is one of the few Cloud Contact Center providers that offers implementation, ongoing support, and comprehensive consulting and training programs. Inflow services clients across the globe and has local offices in over 10 major cities in the US.

