

The Client:

Pennsylvania Bureau of State Parks, Reservations Center (DCNR)

The Need:

Develop a turnkey call center operation with responsibilities for processing reservations, cancellations, information calls, customer service inquiries, credit payments and mailings, for over 7,000 facilities in 116 state parks.

The Project and Results:

Today this call center, located in Harrisburg, receives 333,600 calls and makes 130,568 reservations for customers per year (2002) throughout Pennsylvania's 116 State Parks. The Call Center also processes and reconciles payment by credit card and checks. Customer Service Agents query customers for the camps features they are interested in, and provide information about relevant park features (incl. available disability accommodations), facilities, special events, etc. During peak periods, this call center is staffed by as many as 40 agents. During a typical month this call center receives over 21,000 calls and sends out over 1,000 pieces of fulfillment literature.

InspiriTec Call Center Data and Communication systems team designed, sized, and set up a 50 seat call center including the following:

- Facility planning, telecommunications, data communications, Internal LAN environment.
- The facility has a robust 100BaseT Ethernet network, a redundant file server, 4 T-1 lines for voice and data, and a sophisticated telecommunications system that includes ACD, complete call accounting, and IVR capability.
- Cooperation in the development of a \$2 million software program ( Parks Reservation and Revenue System or PRRS) by Unisys Corporation for the Commonwealth of Pennsylvania.
- Provision of Tier I and Tier II technical support to all users of PRRS both at the call center and State Park staff in the field.
- Complete revenue processing including credit card and check processing, set up of lock box and other banking/treasury procedures.

Ongoing staffing and training of a compliment of 40+ call center operators including the development of processes and procedures, with DCNR, for handling the various and complex business rules for accommodating customers at PA Parks. Training included a partnership with the Department of Labor and Industry, Office of Vocational Rehabilitation, which provided funding, and support for comprehensive training

programs for operators with disabilities. Our highly skilled operators and other staff provide tasks such as:

- Scheduling to accommodate customers into regions, parks, loops, and even particular campsites and facilities based on sometimes complex criteria (such as size of trailer).
- Providing information on facilities, local attractions, and regulations
- Accepting and processing payment by check or credit card; end of day reconciliation of all revenue
- Providing customized services such as relocating customers, when needed, from facilities that may have been damaged (i.e. by weather).
- Fulfilling information requests both by phone and by mail; the latter requires maintain a fulfillment center of maps of all parks as well as general State Park Information.

Integral to the success of this call center is the quality of people recruited, trained, and employed. In partnership with the Pennsylvania Office of Vocational Rehabilitation InspiriTec management identified and carefully screened prospective reservations agents – who happened to be people with disabilities

Based on the results of a standardized customer service test, Reservations agents were selected and trained in the tasks of: providing information (by mail or phone), guiding users to reservations for campsites or facilities at one of Pennsylvania's 116 parks, and providing customer services on reservations, billing, or complaint matters.

Identified candidates then undergo a rigorous 12-week training program to assure proficiency PRRS.