



LIVETIME

Case Study Chockstone

Profile

Company Name

Portland, OR, USA

Industry

Payments Processing

Service Area

United States

Product

LiveTime Support Desk

Business Benefits

- Increased insight into issues related to POS deployments
- Better communication with business partners
- Gained customer credibility when resolving technical issues
- Ability to tailor service and product to customer requirements

Chockstone Redefines Loyalty with LiveTime

Chockstone provides stored value solutions for three major markets: Retailers, Restaurants and Convenience stores. The very diverse needs of these markets are met with Chockstone's flexible and innovative solutions that include gift cards, promotions and loyalty programs designed to increase customer loyalty and drive profitability.

Located over multiple, geographically dispersed data centers, the Chockstone technicians are primarily responsible for the deployment of the gift and loyalty programs on a client's existing Point of Sale (POS) platform. This role encompasses software and hardware upgrades or replacements, network troubleshooting and reporting on customer transaction activity and credit/debit settlements.

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As part of its business model, Chockstone outsourced its POS support to a third-party provider who was not entirely familiar with the products, technology or field deployment requirements. Despite recurrent product training for the external support provider, the fundamental misunderstandings of product knowledge continued. This resulted in clients losing business confidence, as Chockstone were being held accountable for support issues that were not directly related to its products.

To better service its clients and improve business confidence, Chockstone decided to move the support service in-house. LiveTime Support Desk was selected as the support solution based on its initial installation and maintenance costs, the customizable user interface and ease of use for support staff.



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“Our initial configuration and deployment went very smoothly,” reported Chris Williams, Chockstone Call Center Supervisor, “and subsequent upgrades had no impact on providing support to clients.” Chockstone were most impressed by the service offered by LiveTime, “Their support has been outstanding and the LiveTime staff have been extremely responsive,” said Chris.

In-house support has allowed Chockstone to gain control over the support provided to the 400 plus monthly call load. “LiveTime gave us insight into field issues with our POS deployments,” noted Chris Williams. “Since we’ve rolled out our support desk function, we’ve trained our support staff to write concise and informative incident notes for all our interactions with merchants,” Chris said.

Access to full audit trails and inbuilt reports, such as Call Volume, Summary of Incidents by Problem Type/Technician, Cost by Team and monthly Billable Minutes by Company has enhanced business-to-business confidence. “Having the ability to search and pull the case history for a particular merchant has proven invaluable,” commented Chris, “we’ve gained a great deal of credibility with our clients when resolving technical issues and billing disputes.”