# TARGUS*info*® Partners with Systems Integrations, Inc. to Rebuild U.S. Patent and Trademark Office Call Center
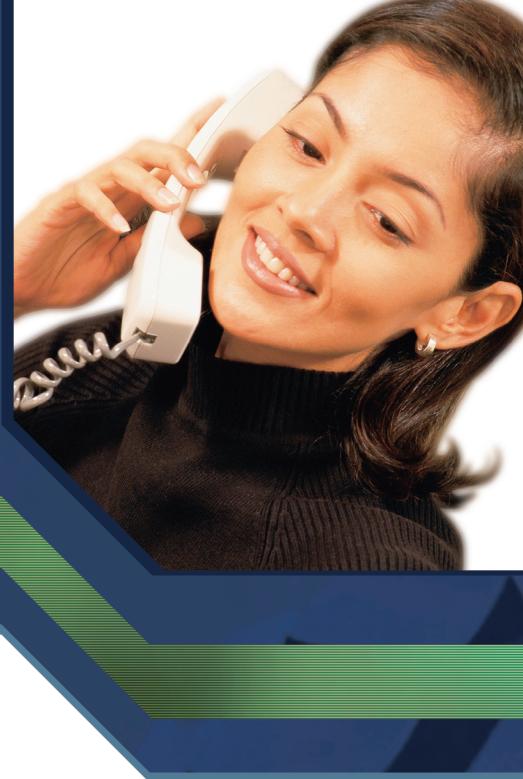
*U.S. PTO Gains Significant Operational Improvements*

## The Problem

- Lengthy call wait times resulting in frequent call abandonment
- Delayed fulfillment order completion
- High returned mail rate

## The Solution

- TARGUS*info*® PhoneData Express™, a key player in the solution developed by Systems Integration, Inc.

## The Results

- **95% of call inquiries are answered within 20 seconds and call abandonment rates dropped to 1%**
- **U.S. PTO publication requests shipped within hours, not days**
- **Mail returns reduced by 10%, saving $300,000 in postage alone**

The U.S. Patent and Trademark Office (U.S. PTO) engaged Systems Integration, Inc. (SII), a computer-telephony integrator, to create an Enterprise Solution that would rebuild and modernize their customer service organization. A key goal was to improve their call center operations and customer service.

## Outdated Processes Not Supporting Operations

The demand for the U.S. PTO's information was increasing at a phenomenal rate, while their information services were tied to outdated equipment and reporting tools. Incoming call wait times were eclipsing the seven-minute mark, which in turn led to a 40% call abandonment rate. The average response time for publications requested by callers was 15 days. And an astronomical 10% of these mailings were returned due to incorrect addresses.

## TARGUS*info* and SII Solution Exceeds U.S. PTO Expectations

SII partnered with TARGUS*info* to support the U.S. PTO Call Center's increasing demands for information. SII developed the Call Center Information System (CCIS) application to help manage fulfillment operations within the new U.S. PTO Enterprise Call Center (ECC) environment. The ECC consists of 13 call centers networked together using the same automatic call distribution. The CCIS incorporated TARGUS*info* PhoneData Express™ into the application to provide automatic name and mailing address capture. SII also added a direct label-printing feature to speed fulfillment operations. The SII solution, enabled with TARGUS*info's* name and address capture, surpassed even the U.S. PTO's goals and expectations.

## Operational Improvements Result in Significant Cost and Time Savings

SII and TARGUS*info* continue to play a key role in the success of the U.S. PTO Call Center Information System. Today, the system handles more than 1,700,000 calls per year. Despite a 500% increase in telephone requests, CCIS now answers 95% of its inquiries in 20 seconds or less thanks to an impressive 30-second savings on each call using automatic name and address capture.

*The SII solution, enabled with TARGUSinfo's name and address capture, surpassed even the U.S. PTO's goals and expectations.*

The Global Information Systems (GIS) call center, which is part of the ECC network, handles 700,000 of the total calls per year. GIS estimated that the amount of time saved on its calls equated to $600,000 in agent salaries and benefits annually.

Call abandonment rates are almost non-existent at 1%. The U.S. PTO mail center processes over 600,000 mail pieces per year. Mail returns have been reduced from 12% to less than .01%, a savings of over $300,000 in postage alone. U.S. PTO publications are now shipped to customers within hours, not days. And, the U.S. PTO has accomplished all of these significant operational improvements with fewer call center agents.

**For more information about TARGUS*info* or any of its products please visit www.targusinfo.com, or contact us at 1-800-6-TARGUS.**

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