

# Stanley Steemer

## Highlights

### Industry

- Retail Sales

### Solution

- Liberation® platform
- Encore™ Suite

### Results

- Grew revenue by more than 1,000%
- Improvements in agent productivity, performance, and retention

"Encore provides our agents with the context needed to identify and acquire new sales opportunities."

**Monika Sullivan**  
Trainer  
Stanley Steemer

## COMPANY

Well-known for its yellow bus and catchy jingle, Stanley Steemer is a leader in the carpet cleaning service industry and has been a TDI customer since 1995. Stanley Steemer initially purchased TDI's Liberation® platform to increase revenues by automating their sales operations. The increase in sales revenue was recognized immediately, and as additional components of Liberation and Encore™ were deployed, significant improvements occurred in agent productivity, retention, and customer satisfaction.

## CHALLENGE

Initially, Stanley Steemer was faced with the challenge of increasing revenue without relying on any additional resources. As new laws and acts were passed, such as the Do Not Call (DNC) Implementation Act of 2003, and agent turnover increased, Stanley Steemer needed a solution that would not only grow revenue, but would comply with state and federal regulations and help develop their agents.

## SOLUTION

Stanley Steemer's contact center depends on Liberation to increase their revenues and Encore to train and develop their agents.

Currently, Stanley Steemer is running four campaigns on Liberation. With the main objectives being to improve customer satisfaction and generate new business, Stanley Steemer's agents rely on Liberation to manage their customer accounts.

"EmailAgent and VoiceAgent help our agents contact customers in a more effective and efficient manner. By focusing on building relationships with our customers, we enhance the customer experience as well as meet our business objectives," said Monika Sullivan, trainer at Stanley Steemer.

Stanley Steemer's managers use Encore call recording to resolve customer disputes and verify that DNC requests were accurately coded. Managers also utilize Encore as a training tool to coach and develop their agents.

"We use Encore to improve agent performance. Whether agents listen to their recordings, or a peer's, Encore provides our agents with the context needed to identify and acquire new sales opportunities," said Sullivan.

## RESULTS

Liberation has had a phenomenal impact on Stanley Steemer's operations. "Since transitioning from a manual process to an automated process, the Liberation platform has been instrumental in helping us grow our revenue by more than 1,000 percent," said Jim Reed, manager of national customer service center at Stanley Steemer.

Encore has helped transform the way Stanley Steemer's agents are trained. Agents are learning how to overcome objections and identify additional sales opportunities by listening to "no sale" call recordings. "We learned more by listening to the no sales than we ever did by listening to the sales. This has helped us increase agent productivity, performance, and retention," said Reed.



"The Liberation platform has been instrumental in helping us grow our revenue by more than 1,000 percent."

**Jim Reed**

*Manager of National Customer Service Center  
Stanley Steemer*

### About TDI

TDI is a leading provider of revenue accelerating solutions for the contact center industry. For 25 years organizations have relied on TDI's proven technology, innovative solutions, and quality services to develop their workforce, optimize the customer experience, and improve sales and service revenues.

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