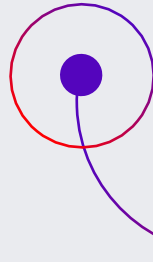




# RNDC's quest for centralization leads to increased revenue growth and productivity.



## Use case

Sales, Service, Support

## Industry

Retail & Consumer Goods

## Integrations

Talkdesk for Salesforce

## Key metric

Improved agent productivity by 50%, saving \$17 Million in annual expenses

Republic National Distributing Company (RNDC) had a mission: become a centralized business with a standardized inside sales and customer care team. To accomplish this, the brand needed to restructure its large network, including what was, in effect, 39 different companies.

But what would centralization and standardization look like in this context? And what technology would it require? The answer required RNDC to explore outside its comfort zone to pinpoint a long-term, scalable solution.

## A consolidated team needs a consolidated platform.

As a top beverage alcohol distributor in the nation, RNDC's national reach helps suppliers by building strategic relationships with on and off premise customers to elevate their brands and reach their target consumers. RNDC currently operates in 39 states including the District of Columbia across the United States.

But like the broader wine and spirits distribution industry, RNDC wasn't known for being tech-forward. Despite their size and long legacy, their technology consisted of many separate systems across their network of states.

RNDC wanted to leverage modern technology to move the company in a more cohesive direction. With 39 locations in different states, that included bringing together their

disparate contact centers. Within the more centralized contact center are two divisions: a customer care team and an inside sales team. This redesign created a more efficient model for sales reps and existing customers.

Gary Matalucci, Vice President, Inside Sales says, "The transformation has really allowed us to scale, even though our collective body of nearly 300 sales representatives is much larger than it used to be. "Overall, Talkdesk has been a big component of helping us save approximately \$17 million a year in annual expenses."

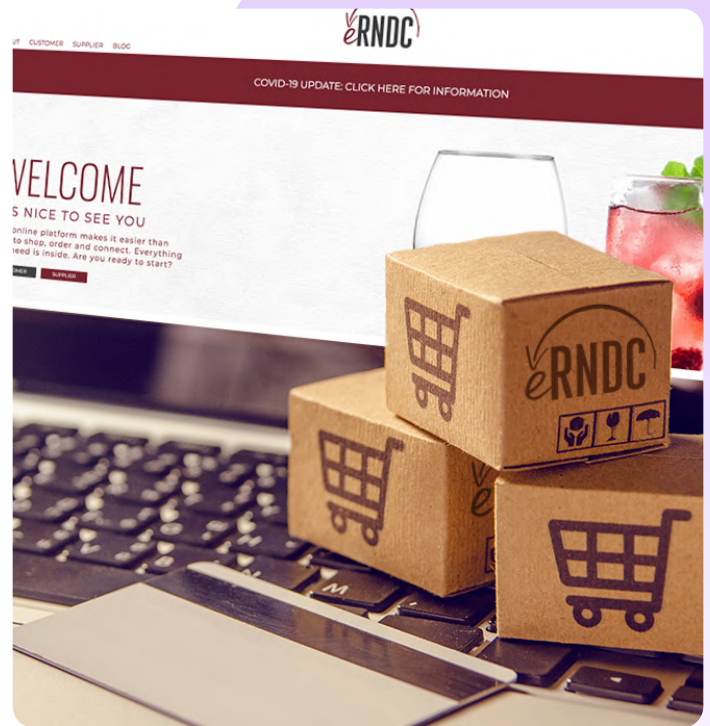
Part of RNDC's push toward centralization was to standardize their physical and digital hardware, putting inside sales and customer care teams on the same platform

for CRM and telephony. They also wanted to get rid of their individual hard-wired phones, which didn't work for their needs anymore. And because the wine and spirits industry has to contend with various state laws, RNDC also needed a tech stack that could suit each team's needs and help them manage unique reporting and compliance requirements.



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## A tight deadline for implementation.

During RNDC's RFP process, Talkdesk stood out. Matalucci and his team liked the platform's product roadmap and emphasis on AI.

“It was the current capabilities and future capabilities that really excited our two teams,” Matalucci says. “All the things we could take advantage of, including the cost savings and revenue growth, were really instrumental in us picking Talkdesk for our transformation.”

RNDC set an aggressive three-month target for the go-live date and created a cross-functional implementation team

to work alongside the experts from Talkdesk. This relationship proved instrumental in the early stages, especially since the company's more traditional tech stack didn't require much expertise. Talkdesk provided RNDC's team with clear, concise instructions on the new system and additional support as they prepared to make the shift.

“This represented a lot of cost savings for us,” says Matalucci. “Having a better understanding of the technology and its capabilities helped our team make more informed decisions during the implementation process.”

## Features that transform workflows.

After implementation, RNDC was able to enjoy seamless accessibility and enhanced functionality, from the ability to access reports on the number of daily calls to optimizing human resources through an easy-to-use platform. Talkdesk empowered their agents to do more with less and made a measurable impact on revenue, productivity, and customer care quality.

Some of the impactful features include:

**Routing inbound calls to ring groups.** Setting up multiple ring groups for different skill sets and abilities allowed callers to reach the right person at the right time. There are many types of calls coming into different teams, and this feature helps each department better direct the flow of traffic and reduce handle times.

**Workforce management tools.** Automated, skills-based scheduling helps RNDC generate optimized schedules to anticipate customer demand and plan more effectively using real-time and historical data. [Talkdesk Workforce Management™](#) “is so important for customer care,” says Matalucci. “It has really helped us to determine proper staffing levels, including when staffing is most needed during peak hours.”

**Quality management.** [Talkdesk Quality Management™](#) allows the customer care side of the RNDC team to actively look at net promoter score (NPS) and continuously improve their approach to customer satisfaction. Since customer service often handles the most complex inquiries, RNDC now has the opportunity to ask customers to leave feedback via SMS. This enables RNDC to better serve their customers and make more informed decisions about future contact center improvements.

**Integrations with Salesforce.** [Talkdesk for Salesforce™](#) allows agents to use click-to-call, which saves a lot of time and effort. “This is one of my favorite features

at the moment,” says Matalucci. Agents looking for a contact in Salesforce just have to click on their phone number to connect with that contact. “Let’s say I have customers with a delivery day on Thursday of this week, and I would like to start calling them now,” says Matalucci. “I can easily view those accounts, and start dialing all those customers in a row. It’s almost like each sales representative has their own outbound dialer.”

**Voicemail reporting.** When customers are trying to reach a specific rep, some calls inevitably go to voicemail. Voicemail reporting ensures agents follow up on those messages, and managers can check that no voicemail is missed. That oversight wasn’t possible with the company’s previous vendor, but with Talkdesk, messages are addressed and customers are followed up with in a timely manner.

**Feedback.** The company also enjoys more direct feedback from callers, which means they can make more positive changes for staff and contacts. In one case, they received feedback from customers who expressed dissatisfaction with the IVR because it took too long to get through or enter an extension. The RNDC team investigated that feedback and made changes to shorten the IVR experience by 20–30 seconds. In addition, the ability to view our Customer Satisfaction Scores (CSAT) in real-time allows them to pin-point any issues with customers and share in the success with their teams and their overall CSAT rating of 4.9/5.0, which the team is very proud of.

These features have been transformational for the team at RNDC. “Now we know exactly how many customers are calling, when they’re calling, and what they need,” Matalucci says. “This has been a major improvement in our customer experience overall.”



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## Skills-based routing helps build better relationships with agents and customers.

Talkdesk's skills-based routing has helped RNDC build better relationships between agents and customers.

Today, RNDC agents can cover 350 accounts per representative in a territory. Before, inefficient phone calls and having to drive to locations meant agents could only service about 75 accounts per year—up to 5X less than their current model.

The Talkdesk platform has helped RNDC improve overall productivity by nearly 50%. Talkdesk enables agents to make better decisions about strategic incoming calls, so they can also prioritize callers needing immediate attention. This combination of technology and processes has led to an increase in revenue, which empowered the company to look beyond standard features and explore more modern, tech-driven solutions.



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### About Talkdesk

Talkdesk® is a global AI-powered cloud contact center leader for enterprises of all sizes. Talkdesk CX Cloud and Industry Experience Clouds help enterprises deliver modern customer service their way. Our trusted, flexible, and innovative contact center platform leverages AI and automation to drive exceptional outcomes for their customers and improve the bottom line.

[Learn more](#) and take a [self-guided demo](#) at [www.talkdesk.com](http://www.talkdesk.com).

## Moving beyond the basics.

One of the reasons for choosing Talkdesk was its commitment to layering [generative AI](#) throughout the platform, and RNDC expects to leverage AI capabilities such as sales forecasting, real-time sales opportunities, automated case creation, contact creation, and call summary suggestions. They also anticipate using AI in their sales and contact center teams to decrease agent toil and increase client satisfaction by automating routine and complex tasks.

### AI can help sales and contact center teams decrease agent toil and increase client satisfaction.

“Knowing the best time to call a client is really important to us,” says Matalucci. “Being able to run data through machine learning—including successful calls and call frequency—can help us understand our best possible next steps.”

While RNDC explores further growth with Talkdesk, the new functionality from Talkdesk CX Cloud™ helps the company identify, measure, and capitalize on opportunities for both sides of their contact center. With the support of Talkdesk and their Salesforce integration, RNDC is accomplishing everything needed and more.

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