

## Cloud-Based Contact Center Software

### Technology Contact Center Solutions

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**Matt Lautz**  
President & CIO

#### BIO:

As President of CorvisaCloud, Matt Lautz is responsible for business development and strategic partnerships. With a ten year career in building and managing software companies, Matt started his first software development company at the age of sixteen which grew into a software development and VoIP company where he served as CEO for over eight years. During his time as CEO, Matt led a team that managed customers in over fifteen countries and processed over four million VoIP transactions per day. He also successfully led investment capital raises for more than \$4.5 million and orchestrated the acquisitions of two product lines.

Matt has been featured as an emerging business leader by Business-

Week, Fast Company and The Wall Street Journal, along with multiple popular technology blogs.

**About CorvisaCloud:** CorvisaCloud delivers the contact center solutions that businesses and customers love. We combine years of operational expertise, powerful new technology, and deep CRM integration to create the ideal communications platform for each business. CorvisaCloud helps companies maximize every lead, call and contact to improve performance, minimize costs and delight customers... and with our passion for customer service, we make getting there an enjoyable experience.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Lautz, what is the concept for CorvisaCloud?

**Mr. Lautz:** CorvisaCloud provides cloud-based contact center software to help organizations to deliver the best customer experience possible. We do that by providing them with a full cloud-based platform and solution that helps companies manage their inbound and outbound calling efforts with ease. Our parent company, Novation Companies, Inc., operates business units in a variety of industries and we run a few hundred contact center seats. We always struggled with having to bring in three or four different vendors to manage the integration of our phone systems, CRM solutions like Salesforce and our performance management solutions. We always had finger pointing and the frustration that comes with that. Therefore, we went out and we built what we needed from the ground up based on our experience seeking a

better contact center solution. We really built our business on a model of "customer service first" in order to help businesses deliver on their commitments to their customers.

**CEOCFO:** What do you understand about the process that perhaps others do not?

**Mr. Lautz:** That is actually a great question. I think what we understand about the process that others overlook or do not understand is the importance of interaction with the customer, consumer, partner, or whoever is on the other end of the line. So often businesses spend the majority of their energy focusing on contact center metrics, such as average talk time or average ring time. What we have found, even in a recent third party consumer survey that we sponsored, is that people care more about getting the answer that they are looking for; not getting on and off the phone as quickly as possible. According to our survey, 69% of customers would wait fifteen minutes or more on the phone before they hang up and consider it a bad customer experience. However, if they have to repeat information even once, they immediately consider it a poor customer experience. We also found that a little under 20% of people would rather go to the dentist than actually contact a customer support center. That is a very sad statistic. What we found is that when you start focusing on putting the customer first, regardless if it is a sales call or a support call, you start to look at how you implement the technology very differently. In our own facilities, when we started to change how we looked at these problems and these opportunities, we really changed what technology we used and how we implemented it. Ultimately, it not only drove

a lot of success in the growth of our businesses, but it drove incredible retention with our customers.

**CEOCFO:** Do you find that many companies are coming to you because they understand the quality of what you provide or are you leading them in the direction of “here is what we can do, here is the quality, and here is why you need it”?

**Mr. Lautz:** What we are finding is that people are calling interested in learning about our approach to customer support and then we are advising them to first understand how it affects their business. Many of the conversations that I am personally part of have been with customers who are very interested in learning about how they can deliver a better customer experience, and not just because they see that we just released “XYZ” feature. They are calling because they read one of our statistics or one of the non-feature driven releases we have, such as the percentage of people who would rather go to the dentist versus calling a contact center or the number of people who are more frustrated by entering repetitive information versus waiting a few extra minutes. It sparks that thought, “Are we approaching this wrong?” and drives them to contact us. Then we help them go through an analysis of what their objectives really are, what is considered success for them, what drives their customers to refer them, to stay with them, and to buy more. We look at what drives their customers to feel like they received the answers they needed when they called a customer support line. We then ultimately present our offerings as a potential solution to meet those needs. Many of our customers do not necessarily realize these things are missing or if they do, then they are not sure the best way to fix them, which is what we help them to understand. What they care about is a solution that is going to drive them to that end result of, “What is their definition of success and how do we achieve that through the solutions being put in place?”

**CEOCFO:** You mentioned earlier that you provide some more routine type

services, but also some very customized. Would you give us an example of something that might be outside the norm and how you are able to work with a client to get results?

**Mr. Lautz:** Yes, absolutely. I can give you one as an example. We have a customer that is a nationwide consumer franchise business. What is unique about their business is that each one of their franchises operates as its own business. What we found when they approached us is they came to us after having looked at almost every provider in the industry. The other companies they were speaking to offered to set up separate accounts, one for each franchise - which would mean they would have to manually aggregate all of that data to produce any form of rolled up information. One of the main differences in our product stems from our background of being part of a parent organization that runs multiple businesses. We support our customers

**“We really built our business on a model of “customer service first” in order to help businesses deliver on their commitments to their customers.”- Matt Lautz**

from the beginning with the ability to have a master or “parent” account with different “children” sub-accounts that can all operate independently. That allows them to have consistent and accurate nationwide reporting out of the box without having to go and put it in their own data warehouse, essentially providing them with their own custom business intelligence platform. Our ability to sit down and present that feature to our customer, and explain how the solution met their needs was what allowed us to win the account. Another key differentiator our integration with Salesforce. Many times people consider integration with leading CRM solutions like Salesforce to be basic “click to dial,” a basic ability that saves an activity record when you complete a call. We do all of those basic things, but additionally dynamically moving leads in and out of call campaigns within Salesforce in a fraction of a second after the call ends. We are tracking campaign activity history, and where and when a lead moved in and out of a campaign. We

are moving millions of contact, account and lead records for customers between our solution and Salesforce without any manual intervention, taking what so many customers had been doing manually and creating a completely automated process. This allows our customers to focus their time on running their business, achieving success and achieving their goals, instead of spending their time manually loading reports or loading records in and out of their CRM system. Those are two examples that show how we create customized experiences and take a very different approach than other folks in the industry.

**CEOCFO:** Why do you think so many companies still do not understand the value of customer service? Why do you have to explain it to them when it seems so obvious?

**Mr. Lautz:** You know, I love that question, because it does seem so obvious. Again, this is just my opinion based on the customers that I speak with. First, customer support requires you to step outside of some of the easy measurable objectives. It

is very easy to put an average “talk time” measurement and report on it. It is very easy to report on an average “ring time” or hold time. It is not as easy to measure customer success. That requires moving beyond just looking at call center data and tying it in very tightly with your operational data; hence why we have built such a tight integration with Salesforce and have taken it to such a different level. For example, if you are measuring just talk time you might look at an agent whose average talk time is thirty-five minutes and say, “They are just not fast at solving the problem. I will need to coach them through that issue.” However, if you pair that up with their repeat business reporting and you can see that if the person averages thirty-five minutes on the phone, but out of everyone that they talk to, 90% of the customers reorder within thirty days, you have a completely different picture of the agent. Therefore, what we have found is that it’s about looking at your data differently. It is about analyzing differently. Instead of having

ten phone calls that each take three minutes, you could have one twenty minute phone call, save the frustration from the customer and make them happy. Even if they are waiting three to five minutes to talk to that person, if they get the result they need they will be a satisfied customer. Another reason is that belief that everyone is in sales. Every interaction with your business is a chance to sell. It is a chance to sell products, to sell your belief in customer support, to sell your vision and your mission. We are working with many of our customers, ensuring their path to success is based on the belief that every interaction should drive the vision, mission and objective of their company to customer, their partner or their vendor, whoever it may be. We see many companies that focus hard on customer support, but then their sales are not to the level it needs to be. Or, they focus on sales, but their customer support needs improvement. We go in and help organizations take a holistic view so they can truly see and define what success is. It becomes eye opening when they realize what they need to do. Many times it is not what they anticipated would be the answer.

**CEOCFO:** Would you tell us a little bit about how you work with smaller businesses?

**Mr. Lautz:** Small and midmarket businesses are important customers for us. It is a segment of the industry that we are very excited about. The biggest reason is, for so long technologies like ours were not accessible to smaller businesses. You saw organizations with ten, twenty or fifty users who were using the traditional on-premise solution. The cost was out of reach for them. They did not have dedicated project managers who could work for three to six months to implement these solutions. More importantly, they did not have the resources to maintain those systems or their associated costs. Solutions like ours give small and midmarket companies the opportunity to level the playing field. They are able to have the same level of interaction and suc-

cess with their customers that the larger corporations and enterprises can achieve. What we are doing is empowering them to have the same resources available to deliver the same customer success as a large organization. Our platform is the same whether there are ten users or fifteen hundred users and it allows businesses to immediately add users and scale overnight. We have seen that with many seasonal businesses. A sister company of ours called Advent Financial, adds one hundred and fifty to two hundred seats during tax season. With our solution, they ramp up for those ten or twelve weeks and ramp back down. It is very similar to a small business and we provide them with that same flexibility to grow quickly and affordably.

**CEOCFO:** What is ahead for CorvisaCloud? What might be different a year from now?

**Mr. Lautz:** Obviously, I would love to say that I can forecast the future. We believe very much that there is a huge transition taking place in both the U.S. and the global market away from on-premise legacy solutions to cloud-based solutions because cloud-based solutions give you the integration, the flexibility and the functionality that you need to grow and scale a business of any size. We are making concentrated efforts on continuing to enhance our partnership with Salesforce and other integrated solutions and we will continue to grow that because of our belief in the importance of that data being tied together. Additionally, we are actively pursuing some mobile strategies. We believe more and more of the management of contact centers will be coming from mobile devices and less from a manager sitting at their desk. You will also see us grow our feature set. Another big focus for us is continuing to grow and build our own customer support. We use our own technology every day, and our goal is to make sure that we are delivering a customer support experience that is different from anyone else on the market and empowering our customers to be successful. We have

already been very vocal in ensuring that belief as we educate our customers, as we do it and we live it.

**CEOCFO:** CorvisaCloud was one of the top work places in Southern Wisconsin. How do you achieve that recognition?

**Mr. Lautz:** That is something we are very proud of. It is not something that comes from me or comes from other leaders; it comes from what everyone does within the company. I think how we achieved that was by really being open to our employees and understanding what is important to them. What are the things that make for a good work/life balance? What are the things that make it fun to come to work? I believe if you have those things you will work harder and produce more for the company that you are part of. We achieved that by having a culture and a company that is open to ideas, open to making changes and having a team that is part of that decision process that helps drive change. I think we also achieved this recognition by realizing that coming to work everyday should be fun. You should love to get home to your family afterwards, but you should want to come to work. We worked hard to make sure that it is a culture of "work hard and play hard" and that we do what it takes to give our employees the ability to be successful. The vast majority of our promotions are made internally. We work very hard to have opportunities for team members to grow their careers and not have to look elsewhere to grow.

**CEOCFO:** Why pay attention to CorvisaCloud?

**Mr. Lautz:** CorvisaCloud will provide businesses with a path to customer success. We provide customers with both a product and a philosophy that they can not only incorporate in a way that fits with their company, but also supports what they need to truly grow their business whether it's a small firm or a large organization.



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