



# SUCCESS

## The Customer:

Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A \$2.3 billion division of Brunswick Corporation (NYSE: BC), Mercury and its 6,200 employees worldwide provide engines, boats, services and parts for recreational, commercial and government marine applications. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Mercury and Teignbridge propellers; MotoTron electronic controls; Mercury inflatable boats; Mercury SmartCraft electronics; and Mercury and Quicksilver parts and oils. Mercury Marine's OptiMax engine was ranked "Highest in Customer Satisfaction with Two-Stroke Outboard Engines Two Years in a Row, Tied in 2007" by J.D. Power and Associates, and Mercury MerCruiser engines were ranked "Highest in Customer Satisfaction with Sterndrive Engines, Two Years in a Row."

The success of Mercury Marine has not occurred by chance. Since the company was founded in 1939, Mercury has consistently emphasized quality, performance, innovation and reliability. Today, that pledge remains as strong as ever. Mercury Marine began as the Kiekhaefer Corporation of Cedarburg, Wisconsin, when Carl Kiekhaefer and a small but dedicated staff of employees sought to design and produce the best possible boat engine. Sixty-eight years old in 2007, Mercury Marine is the most recognized name in the marine industry, and the memory of its founder lives on in the hearts and minds of engineers and boat enthusiasts alike. From a modest and inauspicious start, Mercury has grown into an industry leader recognized worldwide for its ability to foresee and fulfill the needs of its consumers.

## The Solution:

A company of this size obviously faces the challenge of fielding huge numbers of calls. Mercury employs Computer Instruments e-IVR Task/Skill Call Routing to filter and direct calls to the proper Departments and individuals. This process provides call traffic direction without the labor overhead costs of personnel. Once the call reaches its destination, an e-IVR Screen Pop populates the Agent's screen with customer specific information, when available, allowing the agent to immediately address the caller's issues without wasting time with preliminary identification questions. The agents also benefit from the advantage of e-IVR's Windows Wallboards, supplying queue statistics and other pertinent information. Mercury also implemented e-IVR's Administrative and Agent Record-A-Call.

With the Administrative Record-A-Call application, both incoming and outgoing calls from the Call Center can be recorded. This type of Recording is instrumental in both training scenarios and ongoing agent evaluation, as well as call documentation.. The Call Center Administrator can create and maintain a flexible recording schedule based on Agent, Extension, and time-frame. Call Recording can be as comprehensive as "every call-every agent-all the time", to "certain agents or extensions-certain times", or by call ratio/frequency. Scheduling is fast and easy.

The Agent Record-A-Call application allows Call Center agents to independently initiate Call Recording in situations where they feel it is important to document a conversation. This can be a very valuable tool in protecting both the agent and Mercury, eliminating "we said-they said" disputes. Recordings from both the Administrative and Agent Record-A-Call applications can be archived and accessed by date/time and agent/extension.

As the world leader in marine propulsion technology, Mercury acknowledges its responsibility to produce Earth-friendly engines. No company is more devoted to developing and perfecting clean marine power than Mercury. Mercury sells more four-stroke marine engines than anyone else, and their FourStroke technology exceeds EPA emissions standards. In addition, all Mercury FourStroke and two-stroke Direct-Injected outboards, including Mercury Verado® and OptiMax® engines, are certified by the California Air Resources Board (CARB). Mercury's quest for clean, efficient power is a never-ending process, constantly seeking improved methods to squeeze maximum performance from every drop of fuel, while leaving minimal or no trace in the environment. Mercury values the Earth, its environment and natural resources, and is committed to treating both with respect.



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