

Business Situation

The Gorfaine/Schwartz Agency, Inc. is a film and music television agency representing composers, songwriters and music supervisors for more than 20 years in the entertainment industry. Their agents deal with an average of 200 calls per day with some of the music industry's most sought after talent.

Challenges

Each agent at The Gorfaine/Schwartz Agency has an average of 2 EBS Communicator windows open. Each window has a list of contacts and a list of messages. The agent can click on a contact name to view the messages and respond. The agent can also click on a message to view the contact's name and respond. The agent can also click on a message to view the contact's name and respond. The agent can also click on a message to view the contact's name and respond.

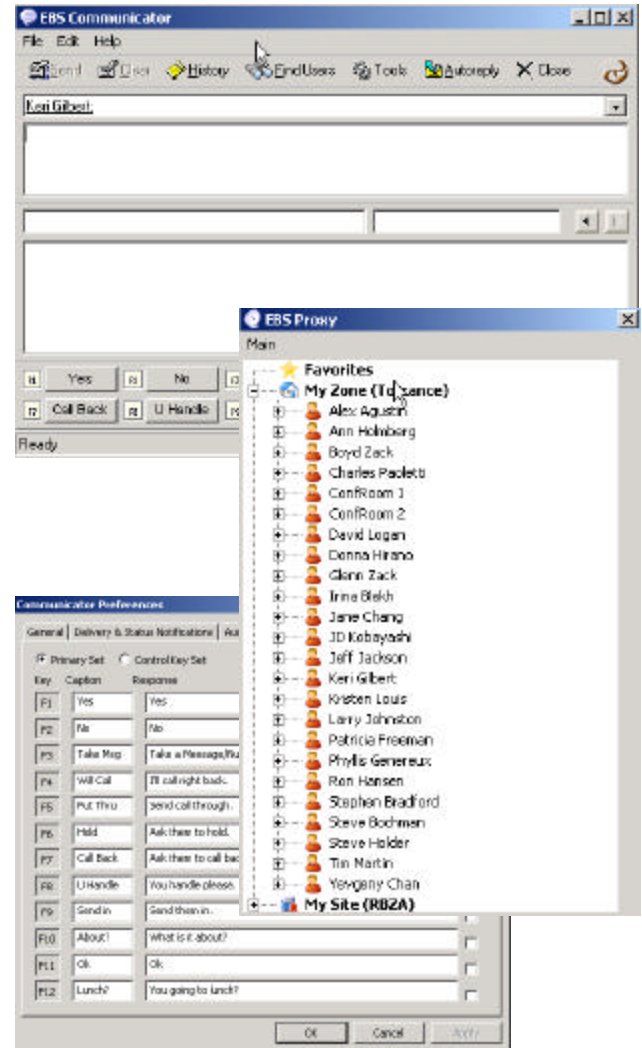
The Gorfaine/Schwartz Agency knew they needed to adopt a system that would allow them to efficiently create a means for the assistants to notify the agents of incoming calls and allow the agent to respond quickly without having to speak, write or type a response to the assistant. They tried various Instant Messaging solutions on the market including MSN, AIM, Amtel and ePOP but found they did not effectively meet their needs for security, scalability and ease of use.

Solution

IMiN™ Communicator was sold to The Gorfaine/Schwartz Agency, Inc. as a means of remedying their communication problem. It had a one touch key feature that the agents found to be highly useful in communicating with their assistants. The agent could program any message they wanted into the one touch key feature and send it to their assistants with the push of a button. It allowed the agent to multitask efficiently without interrupting their other calls.

Success

The productivity level of the agents and their assistants has increased two-fold by having IMiN™ available to them while their clients are receiving the undivided attention they deserve.



Technology Snapshot

- IMiN™ Communicator

“The ease of which we can use IMiN™ to manage the deluge of calls we receive has increased our ability to manage them more efficiently without interruptions.”

Greg Gilchrist,
Gorfaine/Schwartz Agency, Inc.

