



## CUSTOMER SUCCESS STORY



Bluegreen Corporation is a leading vacation ownership marketing, sales and hospitality company. Their Indianapolis-based customer care center fields 1.2 million calls a year. Its agents provide service and support to more than 170,000 owners in the Bluegreen Vacation Club.

**LOCATION:** Boca Raton, FL

**WEBSITE:** [www.bluegreenvacations.com](http://www.bluegreenvacations.com)

**INDUSTRY:** Travel



Prior to deploying Acuity, the effort required to prepare and share performance intelligence was manual, time-consuming and inefficient. Our team had established exceptional business intelligence principles and practices, but we were limited in our ability to fully leverage them until we synthesized everything through Acuity.

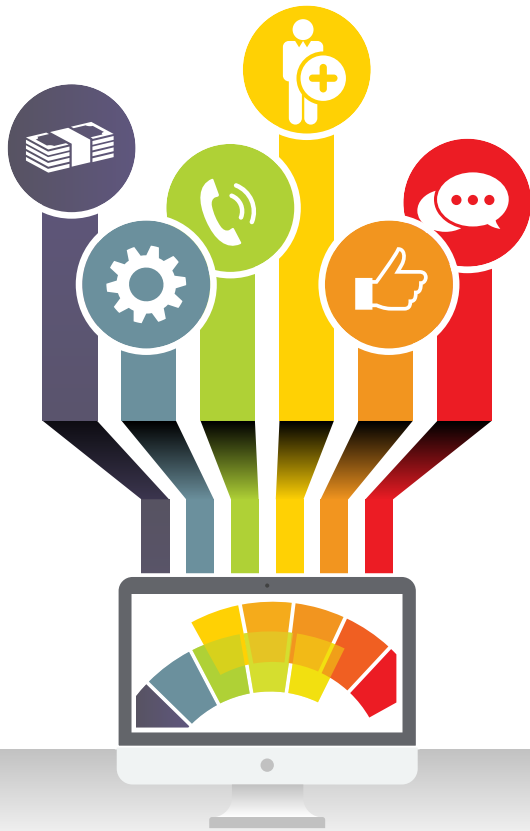
*Angela Blevins, Vice President of Club Services*



### Before Acuity

Bluegreen's contact center operations are complex and supported by a set of unintegrated internal and third party systems that made effective performance management difficult.

- Producing a complete and accurate view of performance was cumbersome and problematic.
- Associate accessibility to performance criteria and status was incomplete and inconsistent.
- It was difficult to quickly identify and act on areas of strength and weakness.



## After Acuity

### Increased productivity

"Better decision-making and process execution has resulted in strong improvement in the metrics that matter to us the most."

### Raised the bar on accountability

"Acuity provides visibility to every critical metric and enables associates and managers to monitor their own performance."

### Precise execution of coaching, training and promotion

"Because we can now quickly and easily pinpoint areas of weakness and strength, our capacity for mentoring, training and coaching has dramatically improved – as well as our ability to accurately identify candidates for promotion."

### Improvement across all KPIs

- Sales increased 27%
- Customer Satisfaction rose 3%
- Quality improved 7%
- Attendance improved 13%
- Reservation accuracy improved 4%

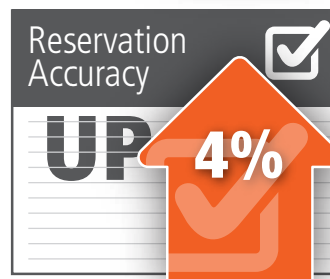
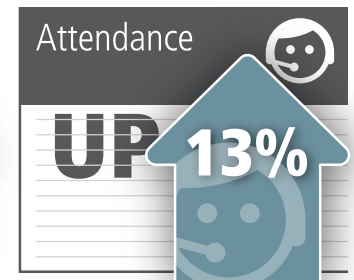
### An engaged workforce

"The visual impact of performance display via Acuity cannot be understated. It makes tracking progress towards goals simple, meaningful and engaging."

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Acuity is the right tool if you want to maximize investments in people, processes and technology and become more competitive through smart delivery of intelligence.

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*All performance calculations based on the same 6 month date range.*

**ACUITY**   
 Performance Management | touchpointone