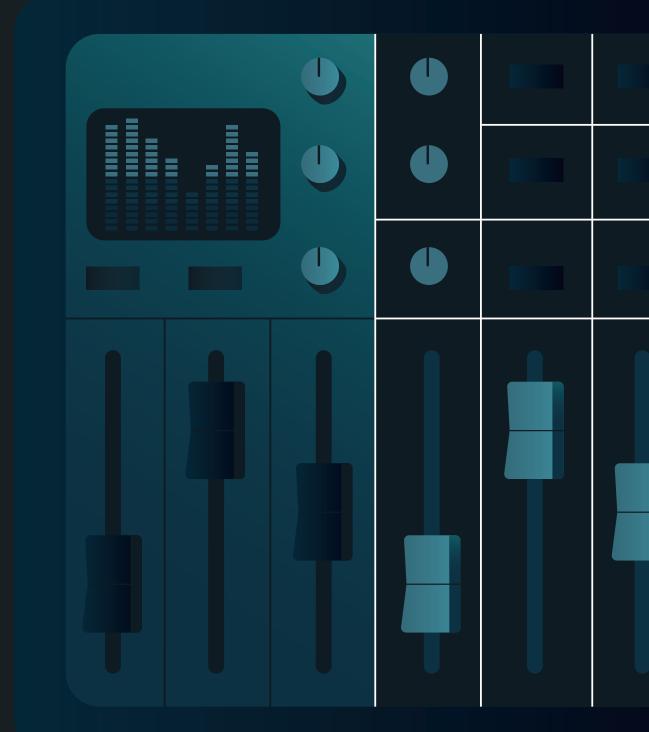
## The MLC Provides **Omnichannel Royalty Collection Support for Music Creators with Twilio Flex**









### How The MLC Provides Omnichannel Royalty Collection Support for Music Creators with Twilio Flex, Built by VPS

#### **Overview:**

The Mechanical Licensing Collective (MLC), is a non-profit founded on the principle that people in the music industry deserve fair compensation for their work. This membership-based non-profit launched in 2021 to ensure music professionals receive mechanical royalties from the streaming and downloading platforms currently dominating the industry. The MLC sought to offer better service to their members and partnered with Vision Point Systems to develop a way to improve their member support systems.

#### Challenge:

The MLC found that their existing contact center framework was limiting their customer support experience. Staff were falling below their performance goals, and the support solution they were using couldn't keep up with their aspirations. Their initial attempts at working with a vendor to develop a more flexible contact center left them without results and behind their timeline.

#### **Solution:**

Vision Point Systems migrated The MLC's contact center to Twilio Flex and created an omnichannel support center that provides a more seamless experience for artists and The MLC's staff.

Customer Spotlight:
The Mechanical Licensing Collective



With Twilio Flex, Vision Point Systems has improved the flow, speed and performance of

The Mechanical Licensing Collective's contact center, enabling songwriters, composers, lyricists, and music publishers to communicate seamlessly with the organization.

The MLC's primary methods of communication were not providing the member or employee experience the organization was hoping for. It was time to revamp their contact center and make it a more seamless experience for their own staff and the many artists they serve nationally. They needed to

build a support center that was agile, easy on staff, and efficient. The Twilio team recommended Vision Point Systems, a Twilio Silver Partner, to transform

The MLC's contact center.

The MLC needed a highly effective yet simple contact center that integrates each of their communication channels -

# voice, webchat, and email

- to operate smoothly, ensuring members could easily sign up, register their music, and receive royalties.





Building a Harmonious Customer Service Experience



The MLC had a contact center that offered several different support channels, including voice, chat, and email, to accommodate many customer preferences. The contact center was initially run using Freshworks to facilitate their Member support. However, they quickly encountered a problem with this platform.

With Freshworks, each channel, voice, chat, and email was its own product. That meant there needed to be a tab open for each one. This was a difficult experience for the associates, and the team struggled to consistently meet their service level agreements and key performance indicators.

Reporting, analytics, and user settings were also segregated because these channels were treated as separate products. This led to divided and ambiguous data and a less uniform user experience.

The MLC team decided it was time for a change and set out to find the right team to implement a new contact center platform to transform their member communications and support.

"We wanted a true omni-channel support solution so we chose Twilio Flex as the tool and needed to contract a vendor to own the development work."

Lindsey Major, Head of Customer Experience, The MLC



The initial consulting partner The MLC hired to guide them in implementing Twilio Flex wasn't a natural fit.

"The original vendor simply ignored our requirements and often made decisions for us that were not aligned with the documentation provided,"

said Lindsey Major, Head of Customer Experience.

With Twilio's recommendation, The MLC instead collaborated with Vision Point Systems (VPS), a Twilio Silver Partner, to implement Twilio Flex.



When VPS took over the project, The MLC's timeline had already fallen significantly behind what they intended, but VPS stepped in and things began to pick back up.

"Our timeline was incredibly delayed, and it didn't seem like we were making progress until VPS stepped in," said Major.

Working towards a great contact center is an ongoing process, and according to The MLC, that process is going well. "VPS has made and continues to make our transition to Twilio easy and seamless," said Jacob Heinz, a Service Designer at The MLC.

"Our working sessions are always extremely collaborative, and the VPS team often presents creative solutions to our problems. Additionally, they are patient with any request, question, or issue we throw at them."

The result of The MLC's willingness to implement Flex infrastructure with VPS has been a significant success. The MLC team is satisfied with their new platform and working with the right partner as they continue building a contact center that fulfills the unique needs of their members and staff.



Meaningful Connections, Enabled through Omnichannel Touchpoints VPS set to work learning exactly what The MLC was looking for and the different complexities behind the project. Because the timeline was behind, The MLC needed things to move quickly. The solution they were looking for had several factors:

- It needed to have a complex integration with their HubSpot CRM
- Tie together multiple customer support channels.

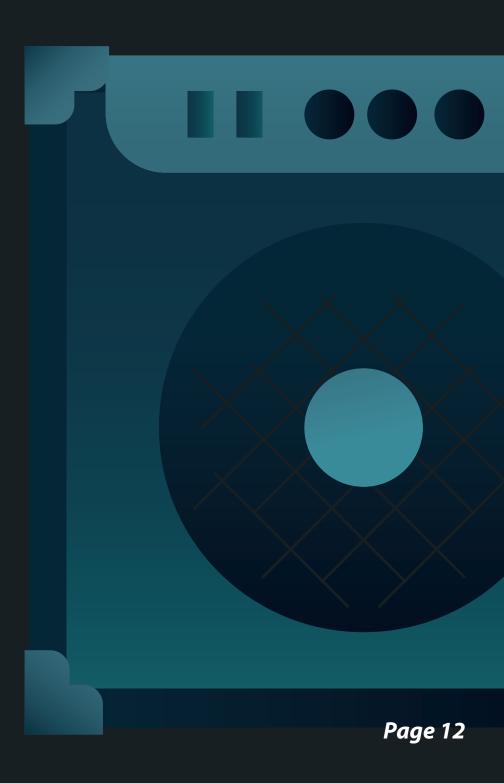
VPS provided The MLC with a set budget and timeline and created a new Twilio Flex-based customer service system on time and within the agreed budget. There were several critical changes to this new environment.

"The Customer Service system allows tickets/cases to be created by phone, webchat, and web form. The system integrates with HubSpot so tickets are created automatically as Flex tasks are delivered to agents," said Jim Schweitzer, Senior Vice President of Vision Point Systems. "Agents can also lookup existing HubSpot tickets in the Flex interface itself so that they don't have to have more than one window open."

The new system is a great showcase of how Flex can transform a support center when implemented correctly.

"The MLC's implementation of Flex embodies the perfect vision of the programmable omni-channel contact center," said Schweitzer. "Streamlining both the customer and agent experience by providing the right information at the right time throughout the customer service journey."

# The Vision Point Systems Difference



Major and The MLC team found collaboration with VPS natural and effective. "VPS clearly had an understanding of our needs and goals with Twilio Flex," said Major. "They listened, asked questions, reviewed our documentation, and came back with a clear scope and project plan. VPS was also able to hit our aggressive timelines with ease."

The MLC services music professionals who operate in a rapidly changing industry and they provide a vital service in the streaming-dominated environment. A contact center that could scale with the growth of The MLC was a must.

The previous infrastructure the contact center relied on was holding back the ability of employees to handle a large number of requests through different channels at a rapid pace. Twilio Flex allows for easy single-tab processing, so workers don't have to consistently cycle through channels.

Integrating Twilio Flex improved First Response Time for The

MLC by 86%.

With the previous system it took them about 90 seconds to respond, with Twilio Flex it now takes The MLC only

13 seconds.

Moreover, Twilio Flex reduced the abandonment rate of calls by 640.

Before, the abandonment rate was around 1 1 0/0.

whereas now it is only 400.

Twilio Flex is enabling The MLC to handle a larger number of member inquiries at a faster pace. Working towards a great contact center is an ongoing process, and according to The MLC, that process is going well. "VPS has made and continues to make our transition to Twilio easy and seamless," said Jacob Heinz, a Service Designer at The MLC. "Our working sessions are always extremely collaborative, and the VPS team often presents creative solutions to our problems. Additionally, they are patient with any request, question, or issue we throw at them."

The result of The MLC's willingness to implement Flex infrastructure with VPS has been a significant success. The MLC team is satisfied with their new platform and working with the right partner as they continue building a contact center that fulfills the unique needs of their members and staff.

"VPS does an amazing job of honing in on the customer's needs and goals for the product and partnering with the customer to bring those to fruition. They asked questions to ensure they understood, presented recommendations on how to achieve the goal, and built the functionality accordingly."

Lindsey Major, Head of Customer Experience,
The MLC

