

Case Study

Adventity

Company Leverages Text, Internet and Outbound Calling for Improved Service and Sales

The Company

Adventity is the leading provider of fully integrated strategic Business Process Outsourcing (BPO) services to a diverse global business community, including some of the world's top financial institutions and Global 1000 companies. The company has more than 1,000 agents managing customer interactions with a strong vertical business-to-technology focus across banking and financial services and the airline and travel industry.

The Business Challenge

As a leading provider of BPO solutions, Adventity needed to distinguish its services from other players in the market and provide a host of unique value-added services to clients to stay competitive.

The need of the hour was to deploy a unified solution which would cater to Adventity's outsourced environment, which required a number of different features including inbound and outbound call blending with quality monitoring, recording and voice portal capabilities. At this juncture, investing in individual turnkey solutions would have eventually resulted in disparate systems. In its bid to outsmart its competition, Adventity decided to leverage technology as its key differentiator in the market. It began scouting for a reliable technology partner that could provide 24x7x365 software support and manage their growing number of agents to effectively and optimise their performance. Additionally, the company was looking for technology that was scalable and could provide enhanced capabilities for Adventity to develop unique value-added campaigns for its clients.

The Solution

Following strong recommendations, Adventity evaluated Aspect® Unified IP®, formerly known as Aspect® EnsemblePro™, which unites customer contact capabilities to help organisations execute on their unified communications strategies.

Aspect Unified IP not only addressed all the challenges Adventity faced, but also freed them to focus on business issues. Deployment experts from Aspect strategically mapped the technology infrastructure available at Adventity and drew up a guide map suggesting how its solution would fit seamlessly into the contact centre environment.

Adventity soon looked at the Aspect Unified IP architecture that was proposed for 1,000 agent seats with inbound, outbound and multimedia capabilities addressing the outsourced market requirement as well as industry telecom regulatory compliance.



Products

- Aspect Unified IP

Results

- Increased outbound contacts by almost 100 percent
- Reduced lead response time from 30 minutes to less than 5 minutes
- Able to dial 60 percent of customer leads through SMS and Internet in one minute

"Aspect solutions' open architecture allows it to integrate with all existing systems and provides immense possibilities that enable us to develop unique campaigns for our clients. Further, its all-in-one solution suits our requirements perfectly. With Aspect maintaining and upgrading the system, we are able to focus on more critical business issues. Aspect has been our trusted partner for several years now and we are extremely pleased with their technological leadership."

Vivek Arora
Director and Co-founder
Adventity



Results

Aspect® Unified IP® enables Adventity to offer a host of outbound services for sales and telemarketing, account verification, customer satisfaction surveys, welcome calls, and collections. On a daily basis, customer lead lists are loaded into the Aspect Unified IP system, and the outbound system automatically starts making outbound calls for its agents. The system's intelligent outbound capability algorithm filters live calls from answering machines and voice mails before connecting the calls to the agent. Aborted calls are rescheduled automatically in the system. This significantly helps improve efficiency level of Adventity agents and optimises their performance by almost 100 percent. The agents are now able to make 160 to 180 outbound contacts in a day, a steep rise from 80 to 100 contacts in the past.

Using Aspect Unified IP, Adventity can carry out unique outbound blaster campaigns for its clients. For instance, Adventity is now running an outbound campaign with Aspect Unified IP providing automated voice messages with credit card details to banking customers.

Adventity also is running campaigns where banking customers can seek product information by typing the product names on their mobile phones and sending product details as SMS messages to a particular four-digit number. Within five minutes of receiving those messages from the customers, the outbound capability within Aspect Unified IP can place callbacks automatically offering the required product information. With Aspect Unified IP, lead response time has been significantly reduced from 30 minutes to less than 5 minutes. The system dials 60 percent of the leads within 60 seconds.

Similar campaigns are conducted on the Internet, enabling a customer to click any product name on a particular website and to receive a call back within five minutes.

Aspect Unified IP enables Adventity to offer services like order taking, inbound sales, account enrollment, call-in-polls, and customer service for its clients. It allows them to set up different styles of self-servicing menus of customers calling into the Adventity system. The system receives all inbound calls and directs it automatically to the right agent in the right department.

Since Aspect Unified IP is fully integrated with other applications, Adventity can continuously monitor and analyse multiple customer response channels such as mobile phone, SMS and the Internet. For one of its clients, Adventity is able to monitor and analyse 200 customer responses to a prime time television commercial, within 5-10 minutes, and a total of 20,000 responses for the entire campaign spanning 120 days.

Aspect Unified IP enables Adventity to monitor call volumes in outbound and inbound campaigns in real-time. The system has an Alert Manager to send alert messages to supervisors based on pre-set performance criteria. Adventity can also organise contacts across multiple communication channels in a single queue and route them to the most appropriate agent. The Campaign Flow capability enables Adventity to automatically and seamlessly transfer an agent from an existing campaign to a next pre-defined campaign depending on call volumes. These automations help Adventity to effectively allocate resources for time-sensitive processes like inbound campaigns and SMS leads.

The reporting capabilities of Aspect Unified IP also enables supervisors to view agents holistically across all channels, gauge performance, and generate customised reports on operational metrics that reveal service and campaign performance.

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About Aspect

Aspect is a global software and IT services firm specialising in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact centre. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

