

Client Services

Aspect's Unified Communications Application Powers Collections Company to Triple Productivity

The Company

Client Services, Inc., founded in 1987, is a full service receivables management and call center services company. With the majority of its business generated from debt collections on credit cards, Client Services also handles teleservices, telesales and customer service calls. The company offers a diverse selection of programs from first party/early stage recovery, to third party/post charge-off recovery, along with a variety of customer care management solutions.

Client Services has approximately 800 agents across call centers in five locations, which include three in Missouri, one in Texas, and one in Kansas. The company primarily conducts its business through outbound phone interactions, but also uses fax, email and post to send letters and notices.

The Business Challenge

Client Services works with a number of different customers to manage debt collection through various stages of the collections process, making it necessary to manage a large number of campaigns and lists at any given time. With a rapidly growing clientele and increasing account volume, the company realized that it needed a more flexible and effective approach to developing and maintaining its lists in order to improve agent productivity and debt collection.

Specifically, Client Services was focused on improving the number of right party contacts and reducing agent time spent on non-productive calls such as busy, no answer, wrong number, fax and answering machines. And with its account volume growing, Client Services was looking for a way to handle more accounts more efficiently without drastically increasing costs and headcount.

The existing system did not provide the transparency to managers and supervisors that Client Services needed, often resulting in hundreds of calls a day requesting campaign status updates—a process that had become tedious and time consuming and diverted agents' attention from their core campaign activities. In addition, the Client Services system was distributed across three platforms which added a significant layer of complexity to gathering metrics and providing useful business intelligence.

As part of a strategic measure to grow the business and improve efficiency across call center operations, Client Services determined it was time to apply more automation across its dialer processes and streamline its technology deployments. In addition, Client Services was seeking an outbound solution to address another of the company's key requirements—managing adherence to increased regulations, like federal and state compliance issues, along with changing client requirements. Client Services needed a solution that could monitor potential regulatory issues and help put rules in place.

The Solution

An Aspect customer since 2004, Client Services implemented Aspect® Unified IP® in 2008 and followed that with the deployment of Streamlined Collections™, one of Aspect's unified communications applications for customer contact. By uniting outbound dialing, voice portal and advanced list management capabilities, Streamlined Collections enables companies to reduce cost per collected dollar and seamlessly connect collections agents, debtors and enterprise knowledge workers through virtually any communications channel. Client Services also deployed Unified Command and Control – Real-time Reporting to benefit from its comprehensive and feature-rich view of outbound dialing operations.

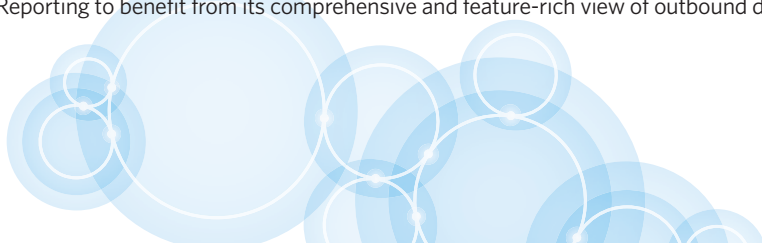


Solution

- Streamlined Collections™
 - Aspect® Unified IP®
 - Voice Recording
 - Advanced List Management
- Unified Command and Control®
 - Real-time Reporting

Results

- Reduced maintenance costs
- Tripled number of outbound calls in two months
- Consolidated platforms for increased cost savings, efficiency and improved metrics
- Increased agent satisfaction
- Nearly doubled rate of right party contacts



With Streamlined Collections™, Client Services has been able to log all calls and capture audio. The application has also allowed the company to more strategically manage its outbound campaigns, creating and importing sophisticated lists, making the processes for reaching right party contacts much less complicated and more effective.

Automating the process has eliminated much of the time-consuming, manual work previously performed by four dedicated IT resources throughout the day to administer changes to keep up with company's strategies. Client Services has now been able to leverage Aspect's automated dialer and Advanced List Management capabilities to take the burden off performing manual tasks. With the outbound and advanced campaign management capabilities in Streamlined Collections, Client Services is able to create, modify, and stop or start campaigns through a single point of administration.

Aspect's dialer capabilities have given Client Services the confidence that it can easily adhere to the increasing number and complexity of regulatory compliance rules continuing to come into effect. The system now moves continuously throughout the day between predictive and preview dialer campaigns to maximize contact success rates while complying with regulations that preclude the use of predictive dialers for certain numbers.

With Aspect's Advanced List Management capabilities, agents have been able to get the full impact of the dialer and reach larger numbers of contacts throughout the day. The dialer also allows them the ability to exclude accounts that they no longer wish to dial that day or for a specific amount of time. If there are changes required throughout the day, as is often the case, campaign strategies can be automated and adjusted in real-time without the need to stop or restart the dialing process.

Results

While it took some convincing and shifting of the culture with the leadership team at Client Services, the results clearly show the commitment has paid off. "Moving away from our manual dialer process has generated a great deal of cost savings and efficiency across our call center operations," said Mont Little, CIO, Client Services. "Aspect's solution gave Client Services all of the components crucial to achieving our vision for enhanced automation, greater insight and improved business results while keeping costs down."

As part of Client Services strategic undertaking, Aspect was able to help the company achieve dramatic results. Within just two months of the implementation of Aspect's Streamlined Collections technology, Client Services tripled the call volume for number of calls per month.

The IT infrastructure group rebuilt all of the services supporting the campaign strategies and built new schedules to ensure agents utilize the appropriate dialing mode at all times. For example, during certain times of the day, regulations preclude the use of predictive dialing to reach some clients but allow precision dialing. By identifying how to appropriately contact clients and putting processes in place, monthly results for reaching a live connect have tripled. And while this reflects a significant strategy change, Client Services has nearly doubled its monthly right party contacts and Aspect's outbound capabilities have allowed the company to do that without any problems.

Aspect's Unified Command and Control® - Real Time Reporting has enabled managers to set up two screens to monitor real-time agent activity and campaign status. Managers can see how many accounts a campaign started with and how close agents are to completing a given campaign. Managers can easily see exactly what agents are doing at any moment—whether they are inactive, in wrap, not ready, wrap warning—and how long they have been in that status. This comprehensive oversight enables managers to proactively manage campaigns and agents to ensure that the campaigns are running at optimum efficiency. This has directly led to more effective use of managers' time and a decrease in agent idle time.

To further improve the value of reporting to its business, Client Services has also eliminated a once complex process that entailed pulling information from three different platform sources and trying to match and normalize the information to then provide some reasonable business intelligence. The company has since reduced the number of platforms and consolidate the way it is compiling reports. Aspect's real-time reporting solution aligns with Client Services' consolidated metric-driven approach to deliver an end-to-end, real-time and historical view of contact center performance with standard and customizable reports that can be used to target areas for greater efficiency and productivity.

About Aspect

Aspect builds customer relationships through a combination of customer contact software and Microsoft platform solutions. For more information, visit www.aspect.com.

"Moving away from our manual dialer process has generated a great deal of cost savings and efficiency across our call center operations. Aspect's solution gave Client Services all of the components crucial to achieving our vision for enhanced automation, greater insight and improved business results while keeping costs down."

Mont Little
CIO
Client Services

Corporate Headquarters

300 Apollo Drive
Chelmsford, MA 01824

978 250 7900 office
978 244 7410 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD

+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

138 Robinson Road
#13-00 The Corporate Office
Singapore 068906

+(65) 6590 0388 office
+(65) 6324 1003 fax

[aspect.com](http://www.aspect.com)

