

ActionLine

Outsourcer increases productivity with Aspect® Conversations™ Predictive Dialer

The Company

Actionline, which specializes in outsourced contact center services, operates four contact centers throughout Latin America in Argentina, Brazil and Chile. In addition to traditional outsourced services, Actionline also provides progressive contact center services, including customer relationship management and outbound sales and telemarketing campaigns.

The Business Challenge

- Improve the productivity of sales and telemarketing agents
- Allow for more flexibility, enabling agents to make scripting changes on the fly
- Increase outbound call productivity to expand the customer base

The Solution

Actionline selected Aspect Conversations Predictive Dialer, from the Aspect Software Signature product line, for its advanced outbound call management capabilities. As an industry-leading predictive dialer, this solution enabled Actionline to lower operational costs, enhance customer satisfaction and increase revenue opportunities.

The Results

- Right party contact rates increased 400 percent
- Outbound calls were 20 percent more accurate than other solutions
- In three months, outbound operational costs were reduced by more than 85 percent
- New account activation costs reduced by more than 80 percent



Successful collections and financial services require advanced technology to optimize collection recovery and telemarketing campaigns. Actionline, a contact center outsourcer, operates four contact centers in Latin America. One of the company's key clients was a credit card and financial services company utilizing Actionline's contact center services for outbound collections, as well as sales and telemarketing processes.

The Disadvantages of Outdated Technology

The financial institution would conduct direct mail campaigns with credit card offers and used Actionline to make follow-up calls to customer prospects. Actionline was using an outdated contact center solution that required manual dialing to call the large prospect list. The company encountered several challenges while using the old contact center solution. The contact center found that outbound calls to prospective customers were more successful if the customer was called shortly after receiving a credit card offer through direct mail. Therefore, the company wanted to increase the sales calls to potential customers, which proved to be a daunting task with the existing manual dialing solution being used to cover the entire direct mailing list.

Actionline also had high operational costs due to a large number of ineffective sales calls to customer prospects. Customers were often called at inconvenient times when no one was available to answer the phone, but the company lacked the ability to record the call times or the phone numbers. This led to a lower right-party contact rate and a high number of ineffective calls. Actionline clearly needed a solution that had campaign management capabilities to increase the number of effective calls and lower operational costs.

Optimizing Productivity

Actionline searched for an advanced dialing solution and in April 2005, the company selected Aspect® Conversations™ Predictive Dialer for its contact center. The industry-leading dialer solution was purchased through Corsidian, an Aspect Software channel partner. Aspect Conversations Predictive Dialer enabled Actionline to increase the number of outbound calls and revenue opportunities through advanced campaign management capabilities.

Actionline implemented 150 seats of Aspect Conversations Predictive Dialer and saw immediate results from the implementation. Aspect Conversations Predictive Dialer offered advanced multi-number call capabilities, enabling Actionline to establish successful contacts with customers. Actionline found that right party contact rates increased 400 percent after implementation, a 200 percent improvement over other outbound solutions on the market.

Campaigning for Better Business Results

Aspect Conversations Predictive Dialer allowed Actionline to define campaign parameters for higher agent productivity using information garnered from real-time and historical reporting. The solution also could detect non-contact outcomes, such as busy signals, no answers and fax tones with a high degree of precision and accuracy, which correctly identified calls 20 percent more accurately than other solutions. Call reports were reviewed and analyzed by the contact center to determine Best Time To Call data, allowing for more call accuracy and increased talk time with prospective customers. The advanced database marketing campaign capabilities enabled the company to significantly increase the number of effective calls.

In the first three months after implementation, the cost of making effective outbound calls was seven times less compared to the operational costs associated with manual dialing. Actionline also lowered the costs associated with making new sales, measured in hours per agent. In working with the financial services company, the cost of activating new customer accounts was lowered by more than 80 percent (telephony services cost included). As a result, the cost of activating new credit cards and accounts was reduced 60 percent during the first month of implementation.

For Actionline, increasing agent productivity and lowering costs were critical to the company's success. Aspect® Conversations™ Predictive Dialer enabled the company to reach these goals and delivered an immediate, positive impact on the company's bottom line.

About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. **For more information, visit www.aspect.com.**

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