

Embratel

Telecommunications contact center boosts productivity 20 percent with Aspect solution

The Company

Embratel, a leader in both voice and data communication in Brazil, offers complete telecommunication solutions, including local call services, national and international long distance calls, data transmission, television and Internet, and satellite location support. The company's contact center is responsible for both customer service activities, as well as collections of past-due accounts.

The Business Challenge

- Maximize agent productivity by increasing outbound call volume and eliminating agent downtime during slow periods
- Improve right party contact rates to increase collection rates
- Enable agents to easily change campaigns on the fly

The Solution

Embratel implemented Aspect® Conversations™ Predictive Dialer, from the Aspect Signature product line. This solution provides advanced campaign development tools, predictive dialing, call blending, a browser-based agent desktop, increased real-time statistics and historical and reporting capabilities to allow Embratel to augment its contact center operations.

The Results

- Improved agent productivity by 20 percent
- Decreased agent idle time to less than 15 seconds between each call
- Increased right party contact rates to more than 50 percent



Idle time in the contact center can spell disaster for any company's bottom line. Embratel understands this. As one of the largest telecommunications companies in Brazil, Embratel needed a solution that could optimize agent performance during a period of customer growth to ensure success in a competitive and fast-paced market.

Time is Money in the Contact Center

Embratel had found that customers were calling less on the weekend to inquire about services and products. As a result, during the weekends Embratel's customer service agents would not have to respond to as many inbound calls, creating extensive periods of agent idle time and lost productivity.

Although the inbound agents had periods of downtime, the outbound collections operations needed a boost in agent productivity, due to an increase in past-due accounts. Embratel estimated the idle time they were experiencing with the customer service agents and the need for greater collections resources was resulting in losses of more than \$100,000 per day. Embratel needed a solution that could pool agent resources by seamlessly blending call activities so that inbound agents could also handle outbound collections calls, in addition to their incoming customer inquiries. This would eliminate idle time and ultimately maximize the agents' productivity.

Sticking With a Proven Solution

Embratel realized that their contact center requirements had changed quite a bit over the years and that they needed a dialer with increased capabilities, particularly the ability to blend inbound and outbound calls, to ensure optimal agent performance and productivity and improved customer contact rates.

Because of its positive past experience with Aspect solutions and support services, Embratel opted to implement the latest version of the Aspect® Conversations™ Predictive Dialer. Embratel was the first company in Brazil to implement this version, which offers sophisticated outbound call management capabilities, including individual agent pacing, highly accurate call classification and proven distributed system solutions to improve agent productivity and allow flexibility in managing operational costs.

Delivering Results and Business Value

Embratel implemented 1,200 seats of the latest version of Aspect Conversations Predictive Dialer and found that its advanced capabilities immediately increased productivity, improved operational performance and allowed greater system flexibility and stability. The company saw a return on investment in less than four months.

Being able to blend inbound and outbound calls, Aspect Conversations Predictive Dialer allowed the company to virtually eliminate agent idle time. This feature ensured that agents could handle outbound, as well as inbound tasks, enabling the Embratel agents to manage a higher number of outbound calls and also respond to inbound calls quickly. The solution also offered individual agent pacing capabilities and control options to track agent activities and place outbound calls at just the right time to reduce wait times. These advanced features shortened average agent shrinkage to less than 15 seconds, improving agent productivity by 20 percent.

Embratel agents also benefited from reduced complexity, since the new solution could deliver information from multiple systems and applications to the agent desktop in an easy-to-use, single system view, ensuring agents have the information they need to better manage interactions. Aspect Conversations Predictive Dialer enabled the agents to manage 320,000 outbound collections calls per day, a significant increase in collections calls. Embratel also used the product's advanced campaign management capabilities to detect non-contact outcomes, such as busy signals, no answers and fax tones, with a high degree of accuracy, of up to 97 percent. These features improved the company's right party contact rate to more than 50 percent, enabling the contact center to increase its reach to customers and prospects and in turn, increase collections rates.

Embratel also took advantage of the automatic recording capabilities in Aspect Conversations Predictive Dialer to make informed decisions and adjust or eliminate campaign tactics that were not effective based on real-time and historical reports. Aspect Conversations Predictive Dialer also offered flexibility for supervisors to easily customize reports and outbound campaigns, and ultimately respond to dynamic customer needs and competitor campaigns.

Since the implementation of Aspect Conversations Predictive Dialer, Embratel has seen increased productivity and improved customer contact rates, which have ultimately set the company apart in a competitive and dynamic telecommunications market.

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

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