

Teleperformance

Aspect Software Delivers 66% Increase In Agent Efficiency For Teleperformance

"The return for our business has been immediate and very beneficial. Aspect Software has proved to be an important strategic partner in helping us deliver outstanding, market-leading service to our customers and, importantly, in maintaining our undisputed leadership position. Aspect Software has enabled us to move to a less-costly Linux platform and given our business room to grow that will deliver measurable cost benefits going forward."

Nikos Tsahouridis

*Director of Methods,
Teleperformance*

The Company

Teleperformance is Greece's first and most successful outsourced telemarketing and CRM provider, offering inbound and outbound telemarketing services for the pre-sales, sales and after-sales stages of the customer lifecycle.

The Business Challenge

- To build upon - rather than replace - Teleperformance's investment in Aspect® Conversations™ Predictive Dialer outbound solution.
- Create ROI by improving agent efficiency and managing multiple campaigns.
- To not disrupt service-levels (zero downtime) during the upgrade implementation.

The Solution

Teleperformance implemented a phased rollout of the latest version of Aspect Conversations Predictive Dialer, a full-featured- outbound solution that helps organizations improve agent productivity while reducing costs and keeping customer satisfaction high.

The Results

- Improved efficiencies.
- Increased contacts per hour - doubled the number on some campaigns.
- Increased profitability.



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The contact centre is the frontline of today's customer engagement and the critical battleground for winning, retaining and growing profitable customer relationships. Long a leading provider of contact centre solutions, Aspect Software helps its customers gain competitive advantage through solutions that maximise efficiency while providing superior customer care. In late 2004, Greece's largest outsourced telemarketing and CRM provider, Teleperformance Hellas, turned to Aspect Software to improve its ability to meet the demands of its own changing contact centre environment.

Formed in 1989, Teleperformance is Greece's first and most successful outsourced Telemarketing and CRM provider, offering inbound and outbound Telemarketing services for the pre-sales, sales and after-sales stages of the customer lifecycle. The company has operations in Athens and Thessaloniki and it employs approximately 2,500 agents who are responsible for managing an estimated 65 percent of the total contact centre activity in the region. Teleperformance is a subsidiary of SR Teleperformance, the second largest contact centre company in the world.

The company's two Greek operations provide contact centre services for customers such as Citibank, National Bank Of Greece, Mercedes, Ford, Pepsi Co., Lufthansa, Air-France, Sony Ericsson, Johnson & Johnson, Compaq Computer and Shell.

Teleperformance has enjoyed a successful relationship with Aspect Software for many years and has relied upon its trusted partner to provide innovative predictive dialling solutions that enable it to meet the requirements of a number of key customers. The continuation of the partnership with Aspect Software has been crucial to Teleperformance maintaining its leadership position in technology adoption and providing cutting-edge solutions to its customers.

The Challenge

Teleperformance has seen a significant increase in demand from its financial sector customers for outbound call campaign support. To meet the sophisticated needs of these customers, Teleperformance sought new ways to improve the efficiency and performance of both its agents and its overall contact centre environment.

"Teleperformance's business model means that any service downtime has a direct impact on our customer service and ultimately our bottom line, which is one of the reasons Aspect Software is the right partner for us," said Nikos Tsahouridis, Director of Methods, Teleperformance. "We have a long and trusted partnership with Aspect Software and as a result we are confident they can meet our business needs. Furthermore, we worked extensively with Aspect Software on the beta product development, which means we were able to be very clear about our requirements and specifications for the final solution."

The strategic challenge for Aspect Software was threefold:

1. To build upon—rather than replace—Teleperformance's investment in Aspect® Conversations™ Predictive Dialer outbound solution.
2. To deliver an open platform, which would create ROI with the improvements in agent efficiency and multiple campaign management.
3. To not disrupt service-levels (zero downtime) during the upgrade implementation.

Enhancing Aspect Conversations Predictive Dialer

To address the needs of Teleperformance's additional sales and telemarketing business volume and complexity, Aspect Software implemented a phased rollout of Aspect® Conversations™ Predictive Dialer 6.0, the latest version of this comprehensive outbound solution. The Aspect Conversations Predictive Dialer brings significant value to businesses requiring customer contact solutions for proactive customer service, collections and telemarketing and delivers the industry's latest technology for campaign management, predictive dialling and enterprise reporting.

Aspect Conversations Predictive Dialer 6.0 delivers enhanced system and campaign management capabilities, lower cost Distributed System Solutions (for geographically-dispersed call centre operations), improved platform flexibility, reliability, supportability, system security and a comprehensive internationalisation capability. The product also helps improve agent performance and enables Teleperformance to more easily comply with dialling regulations.

The latest implementation commenced in September 2004 and was successfully completed on budget and within the 10-day on-site timeframe dictated by Teleperformance.

The Result

For Teleperformance, the successful migration of its previous system to the latest release of Aspect Conversations Predictive Dialer quickly delivered a positive impact to the company's bottom line.

"The return for our business has been immediate and very beneficial. Aspect Software has proved to be an important strategic partner in helping us deliver outstanding, market-leading service to our customers and, importantly, in maintaining our undisputed leadership position," said Tsahouridis. "Aspect Software has enabled us to move to a less-costly Linux platform and given our business room to grow that will deliver measurable cost benefits going forward."

"Additionally, our business success is based on how many contacts per hour we can make, and the various capabilities of Aspect Conversations Predictive Dialer 6.0 has allowed us to more than double this number on certain campaigns," said Tsahouridis. "We are particularly pleased with the efficiency improvement due to the enhanced multi-number dialling, callbacks under multi-number dialling, and the ability to recycle lists from queue to queue in real-time. As a result of the upgrade, we are fully prepared to meet the demands of our customers and we've significantly improved agent efficiency and increased our contact centre profitability."

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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