

Total View of the Contact Center Boosts Productivity and Effectiveness

Aspect® Conversations™ Predictive Dialer improves collection and telemarketing initiatives for a growing credit card company.



Outbound dialing, when coupled with call logging, helps contribute to a successful collections and telemarketing process and strategy. After all, without accurate call monitoring, a record of failed calls or a history of customer interactions, outbound calling simply translates to blindly “dialing for dollars”. One credit card company recognized the need for advanced logging capabilities in the contact center to develop more effective outbound dialing campaigns, increase agent productivity and ultimately build customer loyalty.

Growing Credit Options for a Growing Customer Base

This credit card company, which was founded in 1993 in Mexico, offers a variety of credit plans and financial services. Its customers are drawn to the company’s credit offerings with a wide selection of payment plans that can be customized on a flexible or fixed payment basis. The focus of the company’s contact center is on collection recovery and new account sales. Agents proactively reach out to sell credit card plans to interested individuals and check the credit history of the prospects before issuing a new card. These agents are also responsible for collecting past-due payments for their various credit cards.

Also, at one point, in an effort to further grow the company, the credit card company created its own commercial banking arm. It created a system of 130 customer locations to sell various financial products and services. With this new initiative, the company’s objective was to improve credit card sales by increasing the company’s visibility, its customer base and its revenue opportunities.

Another piece of the company’s business strategy is a partnership with a major retailer in Mexico that offers furniture, appliances, electronics, motorbikes, mattresses, kitchens,

computers, flooring, bathroom furniture and accessories. This partnership is beneficial for both parties— the credit card company provides credit programs with high rewards and cash bonuses to consumers, which creates another revenue stream, and enables the retailer to increase its sales and revenue potential while building customer loyalty.

Lack of Logging, Lack of Productivity

The credit card company faced some serious challenges in its contact center that were hindering its overall growth and productivity. It did not have any call logging capabilities to monitor outbound activities, and this prevented the company from developing customer care strategies due to the lack of call monitoring data. In addition, because call activity was not logged, agents would often make follow-up calls to customers having no knowledge of the customer’s history with the company. Calls would be made to the same customer prospect to sell a credit card plan or to collect on an account. Agents would also repeatedly dial phone numbers at times when the customer was not available to answer the phone, and the agents also did not have the capability to detect fax tones in inaccurate numbers.

Plus, contact center agents felt that they did not have much control over their productivity since call activity was not monitored and there was no record of their performance or of their sales and collections progress. In addition, supervisors did not have a clear view of how the contact center was performing overall, and agents lacked perspective on their overall productivity. Account management, sales and telemarketing and debt recovery became a difficult challenge for the company.

With a growing number of customers from the commercial banking locations and the retailer consumers, the credit card company needed

an improved strategy for outbound sales and collections. At this point, implementing a solution with advanced capabilities -- such as call analysis, call blending, list management, dynamic record management and other outbound calling features -- was critical to the company's success.

Helping the Contact Center Reach Its Potential

To address these challenges, the credit card company selected a new solution that would optimize the performance of the contact center and of the agents themselves. The company implemented Aspect® Conversations™ Predictive Dialer, an industry-leading outbound solution offering sophisticated features, including individual agent pacing, highly accurate call classification and telemarketing compliance tools. These advanced capabilities ensure improved agent efficiency and productivity and more personalized service, leading to higher-quality interactions with customers and prospects, and increased profits from the credit card company's contact center.

Aspect Conversations Predictive Dialer is now implemented in two contact centers in Mexico City and seamlessly integrated with the company's other contact center products. After implementation, the solution immediately boosted agent productivity and increased customer satisfaction. It allows the contact center to assign call records to specific agents with the best skill sets for each account. The agents can own those accounts for all activities and have the added ability to schedule callbacks for particular call records as needed.

The solution also offers call logging capabilities, empowering the agents to realize their productivity and control their success, and also increasing the visibility of all contact center activities for the supervisors. Aspect Conversations Predictive Dialer also allows the credit card company to segment customers and provide agents with customer information, which creates a much more pleasant customer experience. Management staff now has a comprehensive view of the contact center progress and could set goals and objectives for the agents to achieve.

Seeing the Results

Since implementation, the credit card company has been able to greatly increase the visibility of the customer banking locations and their product offerings. The company has been able to easily develop outbound sales campaigns, informing customers of the new commercial locations and offering promotions and sales, which has also made a positive impact on its revenue.

Since the implementation of Aspect Conversations Predictive Dialer, the credit card company has been able to create new campaigns to enhance customer relationships, such as developing rewards programs for customers with a strong credit history. These campaigns mean greater customer loyalty, which results in increased revenue opportunities.

By segmenting the customer accounts by debt amounts, credit card plans and cities, the agents are able to recover more payments and manage accounts more effectively. The solution sorts customers by segmentation business rules set forth by the company, and also separates unsuccessful calls by accurately detecting busy signals, cancelled phone numbers, fax tones and answering machines. These failed call attempts are recorded by the dialer and are not directed to the agent, increasing agent productivity and improving the customer experience.

With the new record management and dialing capabilities, the credit card company has measurable data to easily evaluate productivity and revenue growth. Aspect Conversations Predictive Dialer allows the credit card company to develop successful strategies for collection and account management.

A Complete View of the Contact Center

According to the general director of the company's contact center, Aspect Conversations Predictive Dialer "has contributed enormously to the company's success. It is wonderful to know what everybody is doing in the contact center, and we feel that the new solution ensures efficiency."

The company is planning on expanding the scope of the contact center operations beyond collections and sales, to include the other key business process for the company, customer service.

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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