

The CCS Companies

Leading business process outsourcing company teams with Aspect to deliver a customer service approach to debt recovery



Results

- Reduced production time by 19% via list automation
- Increased collector's collection rate
- Improved contact efficiency with the targeted party by over 400%. This is due to the fact that 80% of individuals who transfer to the call center have been successfully pre-qualified as the "right party"
- Agents are able to connect with a greater volume of accounts due to improved answering machine detection and blended capabilities

The Organization

The CCS Companies (CCS) is a leading provider of business process outsourcing solutions, specializing in the recovery of high volume consumer and commercial debt obligations. CCS' mission is to provide its nationwide client base with an exceptional customer service approach to debt recovery.

- Over 1,000 staff associates operating from three domestic US locations
- ISO 27002, PCI, GLBA, and HIPAA compliant; ISO 9001:2008 registered
- Generates 12 million outbound and services 2 million inbound calls per month

Motivation for Change

It was paramount that CCS ensured the availability of agents to seamlessly handle spikes in daily call volume, providing an exceptional customer service experience. Furthermore, they needed to simultaneously meet and/or exceed client performance expectations with respect to list penetration. This required a highly flexible workforce management solution that would integrate with their existing call center technology. CCS wanted to raise the bar by improving "right party" contact rates and agent productivity through improved skills-based routing and more reliable answering machine detection.

The Desired Solution

When searching for a next-generation contact center platform, CCS' top priorities included an advanced capacity to blend inbound/outbound agents, a system with highly accurate answering machine detection, skills-based routing, dynamic scripting, and the ability to build campaign/list automation into the platform. To provide superior customer service, CCS felt that their contact center agents needed versatile screens containing all the required information to resolve the call the first time, every time.

CCS required a system that could address all of these goals with ample capacity to generate thousands of outbound telephone contacts daily which, in turn, stimulates large volumes of inbound calls across multiple business segments.

CCS fully recognizes that its back-office operations are just as critical to customer satisfaction as its primary collection responsibilities. To this end, CCS instituted the same "zero defects" mentality prevalent in manufacturing into its corporate culture. CCS determined that ISO 9001:2008 registration (which demonstrates the highest level of quality service is consistently delivered) would be the best way to tackle this cultural transformation.



Why Aspect

As an Aspect customer for nearly 20 years, CCS relied on the vendor's signature Automatic Call Distribution (ACD) solution to be the backbone of its call center operations. CCS also turned to Aspect to provide a unified solution that would seamlessly maximize its outbound calling volumes while constantly maintaining inbound service levels. CCS selected Aspect based upon a two decade partnership centered on trust, reliability, and performance.

The Results

After deployment of Aspect's® Unified IP® solution, CCS has nearly 1,000 call center representatives providing enhanced customer care/debt recovery performance. Migration from the ACD solution to the Unified IP platform allowed for centralization of CCS' multichannel contact capabilities including robust queuing, routing, reporting, and agent empowerment. Furthermore, the system has provided marked improvements in average speed of answer, average handling time, and overall contract rates. This is the result of Aspect Unified IP's ability to consistently monitor inbound service levels by allocating requisite staff resources to remain available within established targets. At the same time, outbound performance thresholds are met.

"Our performance is based upon delivering measurable results to our clients. Simply stated, the more we communicate, the better our results," said Bruce Shapiro, CCS' Senior Vice President of Operations. "We have seen improvements in our collection performance across all our clients. We attribute a key factor of this success to be the implementation of Aspect's unified contact center solution into our collection operation."

Automation and advanced list management (ALM) features allow CCS to easily develop, deploy and analyze sophisticated contact strategies across multiple dialers, optimizing productivity and campaign results.

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**-Bruce Shapiro,
SVP of Operations, CCS**

This feature alone has eliminated hours of manual loading and manipulation of campaign scripts throughout the day.

In addition, Aspect's existing call scripting application provides agents with real-time access to multiple data sources, including host systems, legacy applications, the Internet, and corporate intranets/extranets. The scripts provide immediate screen pop functionality, enabling agents to instantly identify and greet the inbound caller. CCS layers a fully integrated script online for use during the entire communication. The online script guides CCS representatives throughout the conversation, using motivating dialogue proven to maximize results while providing exceptional customer service. Account data specific to each call is fully integrated within the body of the script, eliminating the need to separately access the customer's file during the conversation. This serves to maximize productivity while guaranteeing professionalism during each verbal contact.

Today, CCS is highly equipped to handle any client-required servicing volumes, optimizing the customer experience by ensuring its agents have the required tools to best service each inbound/outbound contact.

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

