

# Outsourcing Company

Leading outsourcing service provider improves customer relations with Aspect contact center platform.



## The Organisation

This outsourcing company employs approx. 6,000 people across 21 countries. It provides management services for payments – from risk assessment in respect of the origination of receivables, billing and processing of invoices, including hedging of receivables and advance financing, right through to booking of payments or debt collection. Accounting solutions for the health service and solutions for risk management and claims management complete the portfolio of services.

### Service center in “Collection” division

The company operates service centers worldwide for communications with debtors. The team in Germany concentrates on claims management and prepayment for external customers, including companies from the transport, telecommunications and health insurance sectors. In addition to paperwork, some services are conducted over the telephone.

## The Challenges

The existing telephony and hosting contracts of this outsourcing company were due to expire, so the company wanted to conduct a general review of its entire solutions portfolio. The company wanted to find a solution that would be able to replace the existing individual systems. In the inbound section, this involved solutions for caller identification, call distribution and the automation of transactions with the assistance of voice-based self-service applications. Requirements in the outbound sector included the support of outbound campaigns with dialers and the integration of processes in the workflow through CTI (back-end connection to collection systems, document management systems, Office software).

In addition to the core idea to change over to a future-oriented SIP and IP-based system, the new contact center solution should contribute to the overall efficiency and profitability.

It had to be considered that the existing telecommunications system would not be replaced so it had to be integrated in the new contact center solution.

The company was open with regard to the delivery model.

## The Solution

Two bidders were shortlisted following a call for tenders, which was carried out by an independent consultancy firm on the instructions of the company. Both were instructed to conduct a feasibility study (“proof of concept”). At the end, the outsourcing company selected the contact center platform proposed by Aspect. Reasons for this

decision included the convincing proof of concept as well as positive experiences with the solution provider in other corporate group projects.

Having opted for Aspect's technology, the end result is a comprehensive contact center solution with innovative functions. The platform meets all the requirements specified by the inbound, outbound, campaign management and voice portal sections for self-service solutions on one overall integrated platform. These include functions like "best time to call", the flexibility to automate the download/upload process, an intuitive user interface, and IVR script applications. Besides the voice channel currently used, the solution also offers the option of seamlessly incorporating other communication channels like SMS, chat, mail, etc.

The server and hardware structure set out in the Aspect specification was taken care of by an associate IT enterprise in the corporate group which also provides the "private cloud" in use in this case via which the Aspect solution is used.



## The Benefits

With the implementation of the Aspect solution, the company now uses one single virtual system instead of networked individual systems. The software platform provides a fully integrated infrastructure which, in addition to the voice channel, also offers the potential to integrate other channels in the inbound and outbound communications in future. Business applications, such as the internal mail system, are integrated just as smoothly as systems provided by third-party suppliers, such as the collection system, the CRM solution and databases. The solution allows for services and groups to be formed across sites, with administration and reporting taking place centrally.

As the project progressed, the APS team (Aspect Professional Services) worked closely with the internal project managers to meet individual requirements – from customised clients and customised, detailed reporting systems right through to applications for real-time and silent monitoring.

The company was able to achieve a significant improvement in productivity in all the relevant sections. The improvement in efficiency was most striking in the outbound and campaign management sections. Improvements were also made in the inbound section where the company benefits from the skill-based multi-site routing system which means that calls can now be forwarded directly to other sites as part of an intelligent support system which absorbs the demand at peak times. Incoming calls which could not be taken in the past used to become return outbound calls, incurring corresponding costs.

The integrated speech dialogue solution developed by Aspect also provides callers with a voice-based 24/7 self-service option– which again helps to ease the agents’ workload and increase their productivity.

## The Results

The company is geared up for the future with the Aspect solution. Further components can easily be added – the solution is integrated and modular, thereby offering great flexibility at a high technical level.

It is not only the managers and team leaders who regard the new solution as an improvement but also the agents in the service center. They are better equipped for their jobs with their new workstations and are unanimous in favouring the Aspect agent client as a simple and clear means of support geared to the requirements of their job.

The decentralised provision of the solution in the corporate group’s own cloud means that there is the option of integrating other sites, even in different countries, at any time. Testing has already started in a first location in Europe, with other countries in the pipeline.



Increased productivity in all sections



Customised reports



Greater efficiency in campaign management



Higher staff satisfaction levels

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### About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact centre and workforce optimisation applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimisation are available on-premises or in any hosted, private or public cloud environment. For more information, visit [www.aspect.com/uk](http://www.aspect.com/uk). Follow Aspect on Twitter at [@Aspect\\_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>.

