

I-Direct Broker

Unified solution from Aspect improves productivity and lowers costs while improving customer service levels and regulatory compliance



Results

- **Increased right party contact by 18.5 percent**
- **Reduced agent idle time by 16 percent**
- **Increased adherence to strict regulatory requirements**
- **Optimized reporting to reduce staff requirements**
- **Enhanced productivity – expected gains of 30 percent**
- **Decreased operational costs – expected 12 percent reduction**

The Company

I-Direct Broker Co., Ltd., one of the leading business process outsourcing (BPO) solutions providers operating out of Bangkok, Thailand, provides a full suite of services from telesales with top quality assurance, policy administration and maintenance and customer service. As a one-stop outsourcing service center for customers today, I-Direct Broker has more than 200 employees. With a strong emphasis on direct marketing for insurance, the team services some of the largest local banking and finance institutions, including Bangkok Bank Pcl. and Bangkok Insurance Pcl. The company generated over 470 million baht (approximately 15.5 million US dollars) in sales in 2010.

Motivation for Change

As a leading provider of BPO solutions, I-Direct Broker needed to distinguish its services from other market players and was looking to deploy a unified multimedia solution. The company wanted a solution that could drive economies of scale by reducing operational costs, enhancing higher agent productivity, managing increasing call volumes and improving customer service levels.

In addition to looking for a robust and scalable solution, most importantly, the company had to comply with the strict government-mandated industry guidelines and regulations for direct business-to-consumer (B2C) marketing. As the business continued to grow in scale of operations, the company recognized the need for an advanced solution to meet stringent direct marketing policies while maximizing call campaign accuracy to reach the right customers at the right time. It needed to help agents keep track of inbound and outbound calls, database and information management and maintain analysis reports which can be complex and time-consuming.

As an existing Aspect customer, the company also wanted a solution that could be easily upgraded and integrated with their current platform.

Why Aspect

I-Direct Broker was actively using Aspect® EnsemblePro™ when they conducted a detailed evaluation of the company's growth business needs. As a result, I-Direct Broker realized the value of migrating to Aspect's updated unified platform, and made the decision to implement the Aspect® Unified IP® 6.6 platform. With Aspect Unified IP and the numerous technology feature enhancements, I-Direct Broker is able to boost the overall efficiency, lower operational costs in managing inbound and outbound customer service and collections, and handle new customer welcome and information verification calls.



Following strong recommendations from the Aspect® Professional Services team and referencing its own past successful experiences with Aspect, I-Direct Broker upgraded more than 200 seats to Aspect® Unified IP® in its contact center. Aspect Unified IP enables I-Direct Broker to differentiate itself through advancements such as the ask-an-expert capability that enables a level of collaboration and presence that few other vendors in the contact center market can match.

Aspect's ask-an-expert capability uses the instant messaging and presence technology available in Microsoft Office Communications Server 2007 (and its successor Microsoft Lync) to provide streamlined agent assistance, which equips I-Direct Broker agents with the ability to request information in real time from experts located across the organization—beyond the contact center—to assist with customer interactions and improve first call resolution.

The solution also unites inbound, outbound and blended multichannel contact (voice, email, web and fax) in a Microsoft .Net Web services platform. It combines customer contact capabilities to help the agents execute on their unified communications strategies, including being able to track call patterns and perform preview and predictive dialing for outbound sales, as well as access comprehensive reports on recorded interactions.

Results

"In a services business like ours, reaching out to the right customers and ensuring their satisfaction is the foundation of our success. The unified platform from Aspect has empowered us to build strong customer confidence and provide a seamless experience for our customers at much lower costs and with quick turnaround time. I believe in what I use, and that is Aspect," said Ms. Nartawan Orvichian, Managing Director, I-Direct Broker Co., Ltd.

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Managing Director
I-Direct Broker Co., Ltd.

Immediately following the implementation, I-Direct Broker agents were able to reach customers and prospects more effectively. This has resulted in increasing customer connect by 18.5 percent and reducing agent idle time by 16 percent. The company expects to meet an overall 30 percent growth in productivity, and 12 percent reduction in operational costs by 2012. More importantly, it is critical in building strong customer confidence by connecting with the right customers at the right time and place.

The unified reporting capabilities of Aspect Unified IP have reduced the number of staff required to maintain the daily operations. System maintenance and administration become simplified as it is easier to add licenses and users into the database.

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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.

