

Legis Colombia

Aspect® Unified IP® enables legal document provider to offer new outsourced services



The Company

Legis specializes in providing legal documents and information services to various corporate audiences and law firms. The company, created in 1952, has operations in Colombia, Venezuela, Ecuador, Peru, Chile, Mexico and Argentina.

Motivation for Change

- Improve agent productivity
- Lower costs
- Enhance the quality of all customer interactions

Why Aspect

Legis selected the Aspect Unified IP platform product an IT-ready [Microsoft] .NET Web services platform product that unites customer contact capabilities, including inbound routing, outbound dialing, voice portal and internet contact, to help organizations execute on their unified communications strategies.

The Results

- Increased agent productivity
- Decreased operating costs
- Ability to easily launch and offer new outsourcing business processes

Legislation and laws change continuously every year. Companies that can respond to these dynamic changes and provide immediate updates to legal documents to law firms and corporations are in high demand, especially if they can offer specialized services to different industries.

Legis, a Colombia-based company with more than 400,000 customers, is the leader in providing legal document services in Latin America. In Colombia, Legis operates a national network consisting of seven regional offices in Bogota, Barranquilla, Bucaramanga, Cali, Medellín, Pereira and Ibagué; with 35 telemarketing contact centers throughout the country.

The company grew in the Latin American legal industry by specializing in different areas, such as accounting, construction, healthcare, human resources, international business, education, marketing and tourism. Legis' expertise in various industries earned the company a reputation for providing reliable and practical legal documents and information to thousands of professionals in Latin America. The company uses advanced technology to continuously update its ever-changing documents and databases with new legal information.



Using an Outdated System

The Legis contact center, known as the Interaction Center with the Client, is used for telemarketing and sales business processes to help expand its customer base of law firms and corporate organizations. The contact center originally had only nine workstations with an outdated manual and automated dialing system. The contact center increased to 30 workstations and outgrew the existing outbound dialing system.

The agents were required to be trained on the different specialty areas in the contact center. Specialized training would enable the agents to respond to various customer inquiries on legal issues in different industries.

Legis did not have an advanced solution in the contact center and searched for a product that could improve agent productivity, provide real-time and historical reporting, and could blend inbound and outbound capabilities. In addition, Legis needed a solution that could record calls for reporting and quality management purposes to ensure consistency among the agents.

New Multichannel Capabilities

Legis evaluated several different contact center solutions and viewed product demonstrations before deciding to implement the Aspect® Unified IP® platform product. The product provided Legis with the advanced contact center solution the company required, blending inbound routing, outbound dialing and internet contact while also delivering voice portal capabilities, recording and quality management, and unified reporting and administration capabilities.

As a result, Legis has been able to dynamically interact with customers. Aspect Unified IP helped reduce complexity in the contact center, maximize agent resources and improve overall agent productivity for Legis. This resulted in substantial cost-savings for the company and also offered Legis' customers

the option for using the contact channel of their choice, leading to higher customer satisfaction and an expanded customer base.

Offering New Services

Following implementation of the Aspect Unified IP platform product, Legis saw agent productivity increase so significantly they were able to reduce the number of workstations they were using- even during peak volumes. As a result, the company was able to reduce operational costs. Legis also lowered costs with the introduction of internet contact. By enabling customers to interact with the company through new channels, Legis decreased costly toll charges for the company.

The increase in productivity also enabled Legis to direct its operations toward a new service: outsourcing. Some of Legis' clients enlisted the company's assistance in legal marketing activities, such as emailing, direct mailing, managing marketing campaigns and activities, renting updated databases and market research. Legis continued to grow and develop teams assigned for these activities, such as a design department and a printing plant.

It was the flexibility that Aspect Unified IP offered that ultimately allowed Legis to alter the focus of its contact center. Because Legis could easily adapt the contact centers' business rules, a critical feature in a dynamic and ever-changing legal industry, it was able to accommodate new and different legal sectors and business activities without needing to engage highly technical resources.

The implementation offered several advantages to Legis, empowering the contact center to increase its customer base, and to design and develop its own campaigns. Aspect Unified IP helped to establish Legis as the industry leader in legal document services in Latin America, and ultimately transformed the way the company interacts with its customers.

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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.

