



Case Study

Enhanced Voice Applications Enhanced Messaging - Customer Profile

The Client

A large Canadian call centre agency with contracts to collect overdue loans on behalf of major Canadian Banks.

The Challenge

Ensure that their infrastructure would meet existing volume requirements and accommodate growth forecasts. Specifically, their existing methodology did not meet their requirements in the following areas:

- the ability to prove their compliance with the Service Level Agreements of their customers,
- to ensure the privacy of their contact database since it was sent off-site,
- to improve agent utilization and productivity rates,
- to have complete control and flexibility over the design and implementation of each outbound campaign.

The Solutions

The solution that met all requirements was the Enhanced Messaging Application (EMA), a hosted, outbound message broadcasting application with the capacity to communicate with very large targeted groups in a short period of time.

- Advanced reporting metrics, available in real-time, provide the validation of achievement of Service Level Agreements.
- Administrators have full control over building and scheduling each of their campaigns, according to their agent availability.
- Administrators have complete control over their contact database ensuring privacy requirements are met.
- Call recording capability allowed a percentage of all inbound calls to be recorded forming the basis for an employee key performance index.
- Message recipients can contact a live agent immediately upon receipt of the message.

All of this was implemented without any capital investment in hardware or software.

Benefits

- Cost Reduction from a decrease in the number of lines required per agent (from an average of 4 down to 1) with no loss in productivity
- Only live contacts are passed through to the agents making each interaction more productive
- Local administrators have full control over all aspects of the system including; campaign build, dialing schedule, pacing of the campaign through call throttling, local database storage

and security

- Near real-time reporting of all metrics

The Enhanced Messaging solution delivers!

Increased campaign control, low-cost, effective, consistent message delivery and ease of use for campaign administrators.

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