

# DESIGN CLIENT STORY

## DEBT MANAGEMENT COMPANY



# CONTACT CENTRE AGENT AND CUSTOMER EXPERIENCE SET TO IMPROVE TOGETHER WITH EFFICIENCY

**INDUSTRY:** Debt Management

**EMPLOYEES:** over 600

**LOCATIONS:** 9 sites across Asia Pacific

Touchbase's client is one of Asia Pacific's leading debt management companies. Its core business provides receivables management, debt collection and debt purchasing services. It works with major international banks, financial institutions, insurance houses, large corporations,

public utilities and governments. In this the company places a great deal of importance on ethical standards and compliance with laws and regulations.

The Debt Management Company's strategic aim is to achieve success by quickly solving its customers' financial problems through receivables management, purchasing and contingent collections. It is therefore paramount to the company's business that it can either easily contact its customers or have its customers easily contact its people. Once this is achieved its internal information systems need to be effectively utilised by both the company and its customers.

Following a successful tender response Touchbase worked with the Debt Management Company to define the exact requirements of a contact centre environment to ensure it could deliver specific business outcomes.

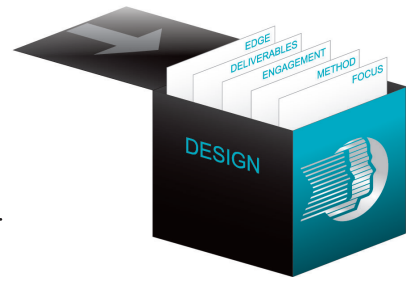
During the DESIGN service the Debt Management Company visited a world-leading contact centre that Touchbase had deployed. This provided a template from which ideas could be generated and ensured the company would benefit not only from a professionally designed contact centre but also from a fast and flexible service.



"Call abandonment across these locations will be cut by as much as two thirds through the successful implementation of this design"

# DESIGN SERVICE

## DEBT MANAGEMENT COMPANY



### FOCUS

The design for a contact centre had to link the head office location of four hundred agents with fifty agents dispersed across seven locations in Asia Pacific.

Prior to engaging Touchbase, the Debt Management Company had made a decision to place the contact centre at the forefront of its business strategy. From this the company developed a list of requirements needed to align its contact centre with its strategy –

- Overall focus on contact centre operations
- Introduction of call recording
- Creating a more flexible, virtual contact centre
- Increasing productivity of business units by creating a centralised contact centre
- Adoption of new technologies such as remote agents and a blended contact centre environment
- Acquiring a robust and reliable CTI platform which would integrate with a call recording solution

The Collections Manager at the Debt Management Company stated that through the tender process Touchbase was chosen as the 'most experienced Contact Centre/Unified Communications integrator based on proven capability and genuinely satisfied reference clients', Cisco was 'deemed to be the most complete and flexible solution available' and Verint was the 'most comprehensive solution both for initial call recording needs and potential workforce optimisation needs in the future'.

Once these technologies were selected the Debt Management Company and Touchbase worked together to identify specific technology requirements to be gained from implementing Cisco UCCE and Verint Ultra and put in place a design that could be delivered in an extremely aggressive implementation timeframe –

- Ability to overflow calls to other sites to create a more effective virtual contact centre
- Functionality to introduce remote agents if business desires
- 100% call recording for screen capture: coaching and mentoring purposes
- Customised Cisco CTIOS application
- Easy re-skilling tool to assign agent skills to multiple business functions
- Future capability of creating a pure blended contact centre with Cisco outbound/inbound functionalities
- More visibility on what actually happens to calls, including agent statistics

"Touchbase worked with its client to define the exact requirements of a contact centre environment to ensure it would deliver specific business outcomes"

### THE METHOD

A Touchbase Solution Architect and a Project Manager worked with members of the Debt Management Company's Technology and Executive Teams to produce a Solution Overview Document. The design had to consider the fact that the company was due to move to a brand new HQ where 400 agents would be located over two floors and where the majority of the solution architecture would be run.

### DESIGN Concept

To meet the productivity and efficiency opportunities presented by the Debt Management Company's contact centre requirements the solution was split into two major parts: Call Monitoring and CTI. The following outlines the components within these –

#### CALL MONITORING – BUSINESS RELATED CAPABILITIES

- Multi-site operation with centralised management at HQ
- Retention of recorded calls up to 12 month cycle with ad hoc review
- Screen capture
- Inclusion of remote users access and real time monitoring
- Recording of all inbound/outbound calls with internal calls optional
- Ability for line managers to 'action' pre-selected recordings
- Audit logs for security/compliance
- Ability to add voice files through CRM system

#### CTI – BUSINESS RELATED CAPABILITIES

##### Call Management

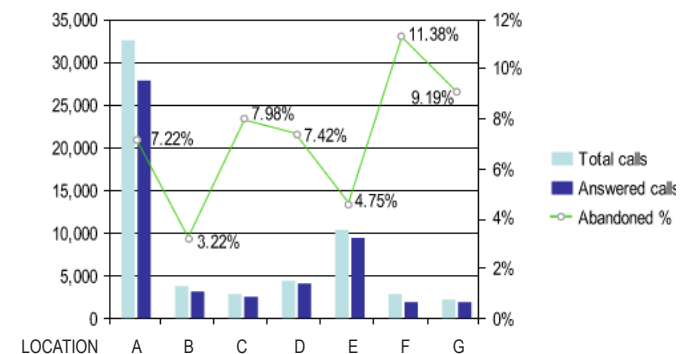
- Call transfer to individual agents and to queues
- Opportunity to introduce call rather than simply 'blind' transfer
- Divert to associate if agent is unavailable and ability to manage associate queues according to agent
- Inbound caller ID
- Inbound/outbound IVR functionality
- Ensure preview dialing
- Hot-desking
- Virtual call centre availability (e.g. agents in all locations can take calls from the same queue)

##### Queue Management

- Agents can be allocated to specific queue
- Skills based routing with the flexibility to define agent skills routing paths
- Management ability to open/close/divert queues to other numbers and/or voice mail boxes
- Ongoing queue scheduling ability (divert/open/close)
- Security for queue amendments (password/tier access)
- Alerts (call queuing, no agents, no call abandons)
- Full reporting capabilities
- Visibility of agent locations (i.e. show if at lunch, on leave, in queue)
- Multiple communication queuing capabilities (voice, data, fax and email)

### DESIGN Calculate

During the design it was calculated that the current system had the following call abandonment rates –



Call abandonment across these locations will be cut by as much as two thirds through the successful implementation of this design. For example in one particular location the abandonment rate is expected to drop from 11.38% to under 4%.

## TECHNOLOGY

The following technology solution was designed to be delivered across 9 sites (including a disaster recovery site at the HQ) within 4 months, from completion of DESIGN, to enable people to move into the new HQ seamlessly on time.



FOUNDATION	CUSTOMER CONTACT	Integration with:
<p><b>Switching &amp; Routing</b></p> <ul style="list-style-type: none"> <li>• Cisco Media Convergence Servers</li> </ul>	<p><b>Call Recording</b></p> <ul style="list-style-type: none"> <li>• Verint Ultra Call Recording x 450</li> <li>• Verint Ultra Call Centre Quality x 450</li> <li>• Verint Screen Capture x 450</li> </ul> <p><b>Interaction Management</b></p> <ul style="list-style-type: none"> <li>• Cisco IPIVR x 4</li> <li>• Cisco Unified Contact Center Enterprise</li> <li>• Cisco Unified Contact Center Enterprise Outbound Dialer</li> <li>• Cisco Agent Desktop - Premium x 450</li> </ul>	<p>Integration with:</p> <ul style="list-style-type: none"> <li>• Cisco Call Manager</li> <li>• Citrix</li> <li>• Genesis Outbound CTI</li> <li>• E-control</li> <li>• IPFX CTI Platform</li> </ul>

"The Debt Management Company was able to benefit from a proven method that focuses on delivering significant business outcomes through leading technical design"

## PRINCIPLES ALIGNED TO DEBT MANAGEMENT COMPANY

<p><b>COVERAGE</b></p> <ul style="list-style-type: none"> <li>• Touchbase controlled this service from one of its locations in Asia Pacific aided by people within the other of its locations to ensure the project ran smoothly.</li> </ul>	<p><b>CAPABILITY</b></p> <ul style="list-style-type: none"> <li>• Cisco Master Unified Communications Specialization, Cisco Unified Contact Centre Enterprise ATP and Verint accreditations were key to the successful design of this solution.</li> </ul>	<p><b>CONSISTENCY</b></p> <ul style="list-style-type: none"> <li>• The turnaround of the design was swift yet the content was solid. The Debt Management Company was able to benefit from a proven method that focuses on delivering significant business outcomes through leading technical design.</li> </ul>	<p><b>CULTURE</b></p> <ul style="list-style-type: none"> <li>• The Debt Management Company has a strong relationship with Touchbase as a partner. It sees the value of Touchbase in the commitment of its people to recommending technology, not for its own sake, but to make sure it is aligned to match specific business needs and opportunities.</li> </ul>	<p><b>CLIENTS</b></p> <ul style="list-style-type: none"> <li>• The Debt Management Company was impressed with another client of Touchbase's contact centre solution that was used as a reference site. This was a catalyst to how the company could see its own solution aligning with its strategy.</li> </ul>
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# DELIVERING COMPETITIVE EDGE

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"With more control over headcount and resources, this design provides the path to a number of cost savings. Through the visibility of agent activity and effectiveness the executive team can move around resource to create the optimum operational environment for the contact centre"

## VISION

A key focus for the Debt Management Company is compliance. In order to provide brand protection for its high profile clients within the finance, insurance, banking, utilities industries and also government divisions, it must provide the highest ethical standards and ensure it complies with the laws and regulations of its industry. The call recording element of this design not only satisfies these requirements but also benefits the business in other numerous ways. This includes the ability to provide innovative training and development which are at the core of its business. By providing the best contact centre environment available the Debt Management Company helps ensure its continued market leadership in this field.

## EXPERIENCE

Attracting, retaining and developing talent is set to become easier for the Debt Management Company due to the ease in operation for the agents of this system. Through the Cisco Agent Desktop agents will have one point of focus for their interactions with customers. Customers will benefit from a far slicker management of their call – they will be able to speak to someone with less waiting time and when they get to the agent they will be met with someone prepared with their details on screen.

## INTELLIGENCE

Through the reporting and analysis function of this solution the Debt Management Company will be able to plan for the future with the answers to such questions as; How much time are agents -singularly and collectively- spending dealing with customers? What medium are customers using to contact the company and how effectively are they managed across the enterprise? Where are there significant bottlenecks in the organisation from a communication perspective? This type of query will be reported on, providing executives with the knowledge to make informed decisions to drive better interaction with its various levels of customers. As people make up the vast proportion of ongoing fixed cost in the contact centre the solution has been designed to identify and run at optimum personnel levels.

## CONTROL

This solution puts the central technology at the HQ in control for the very first time across the contact centre locations. The Debt Management Company is moving toward dealing with one partner for its communication environment, having had difficulty with managing multiple vendors. Centralised administration will give the technology team control over user and customer experience while still minimising the cost of management. The agents' control over how they deal with customers will be greatly improved.

## COST

Due to the consolidation of the system it is expected waste will be significantly reduced. With more control over headcount and resources, this design provides the path to a number of cost savings. Through the visibility of agent activity and effectiveness the executive team can move around resource to create the optimum operational environment for the contact centre.

Touchbase exists to maximise the positive impact communication technology can have on a company's people, teams and customers.

We do this across the world through four defined services that are used by our clients depending on what unique needs, issues and opportunities they have.

The focus is always on giving our clients a competitive edge through their use of efficient and effective communication.

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TOUCHBASE: OPTIMISING BUSINESS COMMUNICATION