

### 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 Solution

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.**