



Case Study on How INOVO IMPROVED PRODUCTIVITY for Blue Financial Services by over 100% in just one month

Blue Financial Services transforms its business with INOVO's Managed Contact Centre Solutions– Improves productivity, Improves functionality, Reduces human intervention

Challenge:

In the financial marketplace, where time literally is money, Blue Financial Services must respond quickly and efficiently to the changing trends of the volatile and demanding financial marketplace. Productive workflow implementation is crucial in this sector, and human error can be costly. By responding quicker with more efficiency, Blue Financial Services can significantly increase productivity and improve the quality of contacts in their contact centre.

Solution:

INOVO's *Managed Contact Centre Solutions* with Presence OpenGate on site. The set up of a managed call centre technology solution using the Presence Software with two separate divisions of the call centre:

- a) The Collection Centre that handles arrears of debtors
- b) The Sales and New Business Centre that handles all new enquiries, as well as providing support for branches throughout Africa

Value Expected and Value Created:

Value Expected:

- A more adept work flow implementation that increases productivity and improves the quality of calls.
- Consistency in client experience by eliminating the 'human error' component through process automation.

Value Created:

- A huge increase in productivity and greater efficiency.
- Significant monetary savings by using INOVO's *Managed Contact Centre Solutions*.
- Leverage existing infrastructure investment

" The results speak for themselves. Within the first month we had already achieved 107% increase in productivity, with this figure growing every month. We are learning more about the system capabilities everyday. Once we are fully automated, I am confident we can increase our productivity to over 150%"

Anton Gerber, Collections Manager.

Founded in 2001, The Blue Financial Services

Group's aim was to provide a wide spectrum of services to an African market in the financial and housing arenas. Blue Financial Services currently has branches across Africa - South Africa, Botswana, Zambia, Uganda, and Tanzania, with expansion to follow in many other African countries. Blue Financial Services Limited, along with its subsidiaries, is a leading multinational provider of innovative credit solutions. Intelligent Communications is increasingly a critical differentiator at Blue Financial Services, giving it the edge it needs to keep its market position as a forerunner in the African Micro financing sector.

The Blue South Africa Head Office is responsible for the collection of arrears from debtors – a vitally important role that requires precision and speed.

Debtor Management & Sales/New Business Needs

The challenge facing Blue Financial Services was getting a call centre solution put in place that could improve manageability of processes and staff, whilst significantly improving productivity. "We needed a system to track and monitor the calls, and we needed to speed the whole process up. Previously, all our calls were handled at individuals PC's and telephones with no way of keeping an accurate log of what was happening. The collections were being handled locally' said Anton Gerber, Collections Manager at Blue South Africa. "There was obviously a fair amount of human intervention and error in this system". Human intervention may include errors in keeping track of calls made and received; a lag time in human response; and other delays that slow productivity down and may drive operational costs up. The company therefore needed a reliable call centre function that could handle Debtor Management, improve service levels and well as Sales and New Business.



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INOVO offers a whole range of solutions for the Contact Centre industry focused on:

- ✓ Enhancing productivity and customer service,
- ✓ Easing contact centre management through its extensive reporting capabilities.
- ✓ Automating call centre and back office processes.
- ✓ Significantly improving the efficiency and revenue of outbound and inbound activities.

The Solution – Blue Financial Services Chooses a True Converged Solution

Blue Financial Services expected to realize new operational efficiencies that would help improve its work flow implementation. The company wanted to be able to manage accurate statistics and reports on the work flow of the company employees, as well as manage customer contact with consistency, accuracy and competency. First and foremost, the company wanted to see an increase in productivity within the company. Following the increase in productivity, Blue Financial Services wanted to be able to access factual reports on the status of the Debtors and new business enquiries, thereby allowing Company management and executives to make informed decisions going forward.

The Bottom Line

Blue Financial Services' Call Centre went 'live' on the 7th June 2007. "Despite a few 'teething' problems as is to be expected with staff getting used to new software, we haven't looked back" said Anton Gerber. "The system is easy to use and the training that was provided by the staff at INOVO was excellent! The INOVO staff has spent a great deal of time training our staff on-site. The INOVO after-sales service and follow-through support has been very good. The value in the system being so user-friendly is that we had no need to employ I.T. specialists to work with the software. The best part about the system? It is definitely the functionality of it – every aspect works together and is easy to log, monitor and respond to".

The Blue South Africa Head Office now handles collections for the whole of Africa, and has automated e-mails thereby providing a more reliable, smoother automated trail of communication and information sharing.

"The internal feedback I have received from other Blue Financial Services branches has been very complimentary", states Liezle Stols, Back Office Manager at Blue South Africa. The Company's South African branch managers have reported an increase in the number of clients walking into the branches,

since the installation and implementation of this call centre system using Presence software. "This increase in 'feet-in-door' increases the opportunities for new business and sales, which makes the branch managers very happy" Liezle added.

The Sales / New Business section of the call centre is a brand new project still in its infancy. Liezle Stols, Back Office Manager, predicts that from the end of October 2007, the company will start to be able to measure accurate results from the call centre, and a month-to-month results tally can be expected.

Blue Financial Services is working with INOVO to fine tune the Company's needs and requirements in the future. Going forward, Blue Financial Services is also planning on expanding their knowledge and use of the Presence System from INOVO to include such features as Call Classification and Call Recording. For more information on how INOVO's *Managed Contact Centre Solutions* can increase your Company's productivity and profits, visit www.inovo.co.za

"We continue to follow our customer-centric strategy. We aim to give each of our customers the Competitive Edge!"

"Our solutions bridge the gap between business applications and telephony. Your business intelligence and workflow should drive your processes and telephony not vice-versa!"

Eugene Schalkwyk, CTO, INOVO.