

## **CONTACT INDUSTRY HUB NEWSLETTER Vol 21: 27 February 2008**

### **Case Study: African Contact Outsource Solutions (ACS) transforms its business with INOVO's Contact Centre as a Service.**

*Increases in sales productivity, sales figures, functionality, and processes recorded.*

Founded in 2006, ACOS (African Contact Outsource Solutions) is an Outsource Contact Centre facility. ACOS provides services to customers with the need for any number of agents on a monthly rental basis. The service is broken up into three categories – Full Outsource, Partial Outsource and Footprint Expansion. ACOS' Contact Centre is a state-of-the-art facility. It uses the best of breed in contact centre technology, namely AVAYA and Presence. ACOS is currently expanding exponentially in terms of outsourced seats as well as various services provided to the SA and global market.

#### **Improve Productivity and Increase Turnover – An Absolute Requirement**

ACOS faced a challenge not unlike the challenges that most businesses today face – that is, how to get staff members to be more productive and thereby make a greater contribution to the company's bottom line. The company required a solution that could be used with their existing Call Centre operations that performed a number of key functions. "What we needed," said Chantelle Strydom, Call Centre Manager for ACOS, "was a solution for our existing Call Centre to increase the productivity of our staff. We needed a system that can record vital information about the call, like who is interested in the product. And we wanted to increase sales too" Chantelle added. With a manual Call Centre system, human intervention creeps in, which can prove quite costly to a company. The biggest problems stemmed from a lack of real-time management tools, reducing productivity and driving operational costs up.

#### **INOVO's Contact Centre as a Service**

The Presence software that INOVO offers significantly improves productivity and revenue; improves manageability of staff and processes; improves flexibility; improves process adherence and most importantly improves service levels and customer service.

The Presence software provided ACOS with a perfect solution. ACOS needed a single system with no major capital expenditure that could leverage their existing Call Centre infrastructure. ACOS chose the Presence software solution that INOVO offered based on ease of integration with its existing Call Centre Solution and the returns these Call Centre features provide. The Presence software that INOVO installed provided ACOS with the ability to manage the outbound Call Centre function from start to finish with speed, accuracy, and purpose.

#### **The Bottom Line**

ACOS expected to realize new operational efficiencies that would increase productivity. 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 the average collections of the call center on a monthly basis. Following the increase of monthly collections, ACOS was looking for greater productivity from the Call Centre agents. By deploying outbound dialing functionality, the Presence software can greatly improve revenues and productivity on outbound activities.

#### **"PHENOMENAL GROWTH BOTH IN SALES AND PRODUCTIVITY" -**

Chantelle Strydom, Call Centre Manager

ACOS began using the Presence suite of product at the end of February 2007. After only 4 days using the new Presence software in ACOS' Call Centre, ACOS achieved record sales. The company sales went from R650 000 per month to R1.6M in the first month, and sales figures have been steadily climbing. Current monthly sales figures are sitting at approx R 3 Million.

"The increase in our sales is HUGE!" exclaimed Chantelle, Call Centre Manager. "We have seen phenomenal growth both in sales and productivity in our staff since INOVO installed the Presence Software. Prior to the implementation of Presence software, each outbound Call Centre agent made approximately 35-40 calls per day (physical connect). This figure has increased to approximately 200 calls per agent per day! The Presence software allows high speed

dialing therefore allowing such an increase in outbound calls per agent". With the tremendous increase in sales and productivity per agent, one would think that an increase in staff would be a necessity but Chantelle disagrees. "Since we've tripled our turnover figures and increased our productivity per agent, I've only hired two new staff members".

With real-time control of the Presence system, ACOS can adapt to changing business requirements by manipulating a number of functions such as creating and changing call flows, agent skills, group assignments and so forth. "My job is made a lot easier with this system now in place. I get great accurate reports and my Call Centre agents are performing better than we ever anticipated", said Chantelle. "The Presence system software logs accurate information by forcing the Call Centre agents to fill in a script as they are working." Reports, such as the number of people interested in a product, can be compiled which allows Company management and executives to make informed decisions going forward. Service levels can be managed with great efficiency.

Asked if INOVO's Contact Centre as a Service had met ACOS' expectations, Chantelle Strydom has this to say: "I would highly recommend INOVO. They provide outstanding support both in training people on the usage of the Presence software, and in the continued support INOVO staff have offered us since the rollout in February. The Presence software is user-friendly which again has made it easier for me in terms of getting my agents familiar with the system. And the Presence software for an outbound Call Centre is brilliant!"

### **Looking Ahead**

ACOS is working with INOVO to fine tune the Company's needs and requirements in the future. Going forward, ACOS is planning on expanding their knowledge and application of the Presence software to maximize its capabilities to the fullest.