

# DirectAxis Case Study



Sector: Financial Services

City: Cape Town

Employees: 1001 - 5000

*The INOVO-DirectAxis relationship is different, – there's the sense that we can call INOVO and ask any question related to business, systems or business support. INOVO never fails to assist or advise, irrespective of whether it touches the technologies that they support or not, and this style of partnership is ideal for us*

*- Melissa Kolbe, Contact & Convert CCM, DirectAxis*

## Company Description

DirectAxis is a specialist financial services company that provides clients with a direct connection to loans and insurance. Launched in January 1995, they give their clients direct access to the financial products they need, in a way that is most convenient for them.

To help the company do this, DirectAxis draw on the diverse knowledge and expertise of their shareholder FirstRand Bank Limited. The company operates one of the most technologically advanced contact centres in the country which enables them

to bring their products directly to their clients in a friendly, convenient manner.

DirectAxis has been an INOVO contact centre customer for over three years.

## The scenario prior to working with INOVO:

- DirectAxis had the Presence dialler prior to working with INOVO, but the automation was done through a tool that wasn't a user-friendly application developed for general use. It was also very unstable, resulting in significant downtime.
- There were also delays in processing and updating leads, resulting in delayed delivery to agents, and this was beginning to have a financial impact on the organisation
- The support for the previous custom-developed tool was inadequate and had expired due to vendor changes
- Since all processes were not incorporated into a single solution, services had to be stopped and started, and agents had a huge amount of non-system tasks which could not be measured effectively
- It was not possible to efficiently track progress or to obtain performance statistics per campaign across services

## The INOVO solution

INOVO introduced and customised a solution (INOVO CIM) for DirectAxis that sought to address their unique requirements.

The solution was designed to:

- Maintain consistent workflow by catching and presenting work to agents and updating data in real-time
- Improve the customer experience by increasing agent capacity and streamlining processes to reduce the need for additional contacts

- Improve the efficiency and productivity of agents by centralizing the workflow
- Improve the tracking of campaigns and monitoring performance
- Be flexible and adapt to changing business needs or process flows
- Work across various departments, including new business, and contracts and collections
- Cater for over 450 agents

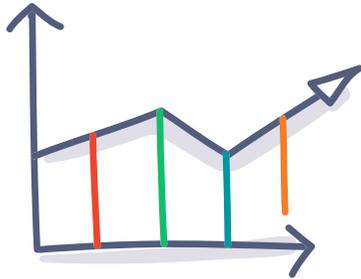
### What is INOVO CIM?



INOVO's Customer Interaction Management (CIM) is a product that enables businesses to interpret, prioritise and apply business rules to data from a single location. This then triggers workflows across business applications and customer interaction channels to drive process and business improvements – resulting in enhanced efficiency, productivity, cost savings and a vastly improved customer experience.

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## Results after the implementation



The solution increased productivity and efficiency, eliminated downtime completely and provided an improved means of monitoring performance and tracking campaigns:

- Uptime was the single biggest area of improvement with additional enhancements in the time taken to present a lead to an agent. What used to be delayed by a minimum of 15 minutes moved to a near real-time lead presentation to the campaign
- DirectAxis' customers now enjoy a more seamless loans application process, aiding in improved customer satisfaction
- Work is now effortlessly presented to agents and the status of every process is always known
- Agents are now able to spend up to 40% more time in a measured environment, including the dialler, with minimal off-system tasks
- Tracking of campaigns has been improved, leading to enhanced opportunities for marketing strategies
- Performance can now be monitored more efficiently for individual agents - leading to better workforce management
- Workforce requirements can now be calculated for campaigns, leading to increased staffing efficiency and further improving organisational excellence.
- Through the INOVO-DirectAxis partnership, skills were dispersed in a way that provides real product ownership of

the solution for the first time, resulting in an uplift in skills for the business services team and improved stability in the business.

## Future plans

At DirectAxis, CIM is currently applied to voice interactions, but the intention is to include all bulk and/or individual SMS's and e-mail within the next few months to ensure that visibility and management is maintained throughout all customer interactions.

*CIM is the first tool that has been able to seamlessly bring all of our outbound and workload distribution elements together, and it has cut processing time and specialised resource requirements down significantly*

*- Melissa Kolbe, Contact & Convert CCM, DirectAxis*

## About INOVO:

INOVO offers contact centres a flexible way to service, sell to, or collect from customers across any channel – all with a view to transforming the customer experience, saving costs and driving efficiency and profitability. Through a collaborative approach, the company provides award-winning technology, solutions and professional services that deliver better, measurable results.

## Overview:



Offices:  
Cape Town & Pretoria



Employees:  
50 - 100



Founded:  
2006



BBBEE Status:  
Level 3

## Products & focus areas:

Omni-channel (voice, SMS, chat, social media) | *Intelligent routing* | **Self-service (phone, mobile, web)** | Customer feedback | *Reporting and analytics* | **Quality and performance management** | e-learning | *Workforce optimisation* | **Gamification** | Inbound | *Smarter outbound dialling* | **Lead management and automation** | Scripting and templating | *Workflow optimisation* | **Interaction recording** | Business Intelligence.

## Value-added services

The INOVO team assists in the provision of many services which contribute to and drive contact centre and business improvements. These services include (but are not limited to):

- Support, maintenance and upgrades
- Business process and needs analysis
- Implementation and integration
- Ongoing consulting
- Application development
- Project-based consulting
- Training

## Contact details

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