



Smart Center optimizes its customer journey and improves their service levels with omnichannel automation



Client's Name:
Smart Center

Industry: BPO

Country: México

Challenges:

- Improve service levels
- Reduce levels of customer abandonment
- Automate customer contact processes (sales, collections and customer service)
- Integrate digital channels to provide omnichannel customer attention

Number of contact center positions: 600

Solutions:

- Presence Outbound Dialer
- Presence Voice Inbound
- Presence Intelligent Routing
- Presence Customer Survey
- Presence Scripting
- Presence Mail Interactions
- Presence Web Interactions

Automation and flexibility to enhance the customer experience

Smart Center is an independent firm integrated by personnel specialized in consulting, technology, design, implementation and operation of services, with more than a decade of experience in the areas of customer relationship management (CC, BPO, ITO, KPO). The company offers solutions for contact centers, business processes, software engineering and kiosks and self-service cashiers.

What Smart Center's directors wanted was to be able to offer their clients flexibility in all senses: from the operational, support and financial side. It was a new company with potential, but with few operational positions initially and whose main objective was to automate the services in order to have larger customers, for which they needed to have the right technology to meet the most complex needs of this type of customers.

The main limitation to the achievement of Smart Center's objectives was the low working capital and cash flow. In addition, human resources at the technical level were scarce.

Results:

↗ Service levels reached:

>93%

↘ Abandonment rate:

<5%

"Today, since 1999, we have known Presence Suite as a pioneering development in the industry and it remains at the forefront of all the modules that a world-class contact center needs"

Sergio Camacho,
CTO of Smart Center

Transforming the Contact Center and providing omnichannel customer service in any industry

Smart Center offers outsourcing services for insurance, banking, government, advertising, utilities, telecommunications and NGOs. Thanks to the transformation of their contact center, they have managed to make the most of the interactions they manage on a daily basis. Extracting key business information to improve customer experience, satisfying their needs and supporting the achievement of the company's objectives.

KPIs and objectives achieved in each of the verticals:

Insurance and Banking

(Sura & Bancomer)

- **200% Increase in sales** of credit cards and insurance with predictive dialing.
- Optimization of collection rates, with the **recovery of 98% of customer debts** of delinquent customers.
- Improved validation of DTMF digits through intelligent routing.
- **Increase customer loyalty** using NPS (Net Promoter Score) satisfaction surveys.

Government

(Seccion Amarilla)

- **More than 95% of debt collection recovery.**
- Improvement of the indicators of attention to citizens in the inbound voice channel.
- **Streamlined information validation of citizens'** queries with intelligent routing.
- **Increased efficiency** in the attention thanks to the integration of chat, e-mail and web channel in an omnichannel way.

Utilities and Telcos

(Gas Natural Fenosa & Telcel)

- **Doubled sales through** the implementation of intelligent routing and prediction strategies.
- **Improved sales, customer service, loyalty and debt collection processes** thanks to an omnichannel Customer Journey in e-mail, chat and voice.

ONGs

(UNICEF)

- **Increased fundraising by 200%.**
- **Contact improved** with program donors.

"Today we meet 100% of the business requirements of our customers and in a very friendly and light technically thanks to the Presence Suite and the impeccable organization of the storage of their data, which allows us to operate in a very precise way to get the result as our customers demand."

Sergio Camacho,
CTO of Smart Center

Adding value to the customer journey

Modernizing the contact center has allowed Smart Center to meet the challenge of automating processes and ensuring compliance with its business objectives.

Integrating the Presence Suite with backoffice tools, quality control and data preservation certifications before legal instances. Which in turn are integrated with CRM's and their clients' Data Warehouse.

In addition to tools for loading databases directly from their customers' systems, and other tools that evaluate the qualification of each contact. This allows to follow up on validation and closing of sales with the customer service area.

About Enghouse Interactive

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, **Enghouse Interactive** works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.



Presence Suite is an
Enghouse Interactive solution

For more information visit
www.enghouseinteractive.es

