



A3BPO chose Enghouse Interactive
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the company



Executive Summary

Client's Name:

A3BPO

Industry:

Business Process Outsourcing

Location:

Colombia

 For additional information on A3BPO www.A3BPO.com

Challenge

- Automation of dialing process
- Measurement and control of indicators
- Real-time monitoring

Results

Through the implementation of the Presence Suite, A3BPO achieved:

- Increase in productivity
- Improvement in the agents' sales ratio
- Optimization of the data base sweeping.

Solution

- Presence Inbound
- Presence Outbound en modo predictivo
- Presence Recording
- Presence Intelligent Routing
- Presence Supervisor
- Presence Administrator

Company Profile

With more than 10 years helping multiple companies to transform plans and strategies into results, A3BPO is a Colombian company, which focuses on outsourcing the critical tasks of its clients in order to simplify their business operations. Through the services that it offers, its customers can delegate sales and service processes while optimizing effectiveness and

efficiencies indicators at low cost. Additionally, they will be able to develop targeted and fully integrated customized campaigns, delegating the risk of their performance to highly skilled experts.

Objectives

- Increase sales with the same number of agents.
- Improve effective contact indicator
- Increase productivity level
- Reduce telemarketers idle time

The main limitations for the achievement of the stated objectives were rooted in the lack of automation and control of outbound processes. First, due to the large volume of contacts of the database, it was not possible to manage 100% of the contacts manually. Additional, the control of the dialing process was made manually, by means of floor monitoring and there was no established strategy to improve the contact indicator.

The solution

Presence Suite for Business Process Outsourcing

A3BPO chose Enghouse Interactive as its technology provider due to the recognition and good name of the company, so they decided to implement their tools in several campaigns of their customers in the financial sector. As the results were positive, they determined that the tool was versatile and adaptable to any type of campaign, implementing it also in one of its mobile telephony customers.

With Enghouse Interactive, A3BPO has 120 agents in operation working in massive sales campaigns for mobile telephony plans and have implemented the following Presence Suite modules: Outbound, Inbound, Recording, Custom Reports, Supervisor, and Administrator.

Added value

The flexibility offered by Presence Suite was important to integrate with the A3BPO in-house tools. This allowed access to the databases and scripts of campaigns sent by end customers for its management, offering total control and individual handling of each campaign configured on the **Presence**

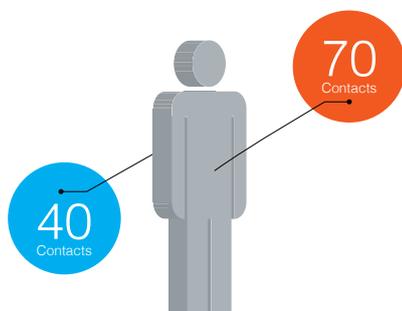
Outbound Dialer and the connected agents. In addition, with the **Custom Reports** tool, it could measure the agent's idle time and generate reports in real time, improving management indicators.

Results

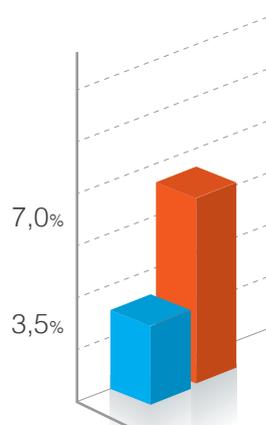
The blocking modules were fundamental as they allowed A3BPO to dial segmenting by city, and time zones. These were fields contained within the database sent by the end customer

and that were built during its assembly in Presence Outbound Dialer to guarantee 100% functionality of the strategies defined.

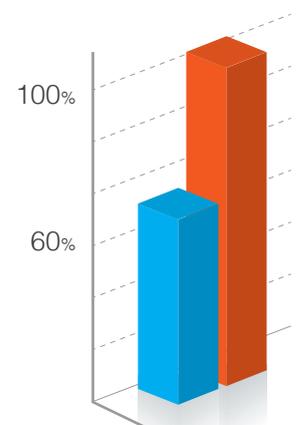
The most important advantage that Enghouse offers within the business plan is that it allows us to guarantee our end-customers peace of mind about the good use we make of the databases provided". **Carlos Montaña, Operations Director of A3BPO**



Productivity
(Day x Agent)



Sales Ratio



Database Sweep

■ Without Enghouse ■ With Enghouse

About A3BPO

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About Enghouse Interactive

Enghouse Interactive (www.enghouseinteractive.com) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ENGH." Founded in 1984, Enghouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Survox, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at www.enghouseinteractive.com.



Presence Suite is an
Enghouse Interactive solution

For more information visit
www.enghouseinteractive.es

