



Aldeas Infantiles SOS Colombia  
has implemented Presence Suite  
as a technological tool in its Donor  
Experiences Laboratory



## Executive Summary

**Client's Name:**

Aldeas Infantiles SOS Colombia

**Industry:**

NGO

**Location:**

Colombia

**i** Más información  
acerca de Aldeas Infantiles  
[www.aldeasinfantiles.org.co](http://www.aldeasinfantiles.org.co)

## Client's Profile

Aldeas Infantiles SOS Colombia was born in Austria after the Second World War when the educator Hermann Gmeiner pledged to help children who had lost their parents, and to help them with their families because of the armed conflict. Initially, children were placed in a protective environment, with a surrogate mother and under the care of psychologists and pedagogues. The model was structured, replicated and today Aldeas Infantiles is present in 135 countries.

In Colombia, the organization arrived in 1971 and currently there are more than 10,000 children served through eleven programs located in nine departments of Colombia. Since its beginnings in Colombia, Aldeas Infantiles has continued with its philosophy of working to strengthen the family environment of children, adolescents and young people, fighting for their rights and ensuring that they have the same living conditions as any other citizen. In the same way, the organization works hand in hand with the government to influence public policies that favor the development of this population in conditions of vulnerability.

### Challenge

- Process automation
- Increase the productivity of the telemarketers
- Supervise and monitor the operation

### Solution

- Presence Agent
- Presence Supervisor
- Presence Outbound Dialer
- Presence Custom Reports
- Presence Intelligent Routing
- Presence Recording
- Presence Inbound

### Benefits

Increase in productivity

- 100% in daily calls
- 500% in number of monthly donors

### The need

The contact center, now called the Donor Experiences Laboratory (DEL), of Aldeas Infantiles SOS Colombia, was inaugurated in 2015, when the organization concluded that the telephone channel was the second most effective method for attracting donors. Hence, it would also be useful as a means of connecting the donors with the mission and vision of the organization, supporting the children of Colombia.

Initially, the management of telemarketing to attract donors was carried out empirically and with few tools. Dialing was done manually from the phone. For this reason, the organization decided to look for a technological solution that would allow them to increase their productivity, in the number of calls made and in the number

of donors linked to the organization. They evaluated several technology options from different providers and opted for Presence Suite solutions (Enghouse Interactive product), implemented by Apice, Enghouse Interactive partner in Colombia.

The main limitation of the operation before the implementation of Presence Suite was the low productivity and efficiency of the campaigns, not only because the processes were carried out manually, but also because it was very difficult to follow the work of the telemarketing consultants.

### The Solution

Aldeas Infantiles SOS Colombia has the Presence Suite as a technological tool for the DEL, where they manage calls from outbound dialing campaigns with the Outbound Dialer, in order to have a more direct communication with donors and thus be able to reach more people building quality relationships.

In addition, the Voice Inbound tool together with Intelligent Routing are used to optimize the management of service to the donor, offering immediate attention and through the best-qualified service advisor.

Custom Reports and Recording solutions are essential for quality control and real-time monitoring of the operation. Moreover, they serve as legal support for any disagreement or complaint by donors, and to train agents on how to improve their management practices.

## Added Value

Aldeas Infantiles SOS Colombia has integrated the Outbound Dialer and Voice Inbound modules of the Presence Suite with the Salesforce CRM solution, in order to manage with greater agility and efficiency each interaction with the organization's donors. When a call is issued or received, it is linked to the donor's resume to validate their information,

which allows the context of each interaction to be maintained and the need to avoid having to ask them for data that they have already provided, generating trust with the interlocutor, increasing the productivity of the advisors and decreasing operation times.

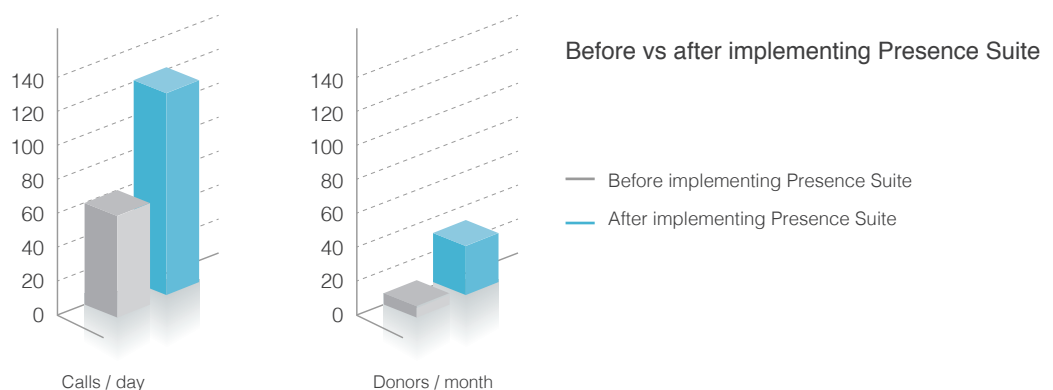
## Benefits

The greatest impact that the implementation of Enghouse Interactive technology has had on the DEL of Aldeas Infantiles SOS Colombia has been reflected in the improvement in the quality of life of thousands of children and families, thanks to the increase in the number of donations they receive monthly.

In addition, the relationship with donors has been strengthened, promoting the organization's responsibility to ensure that aid reaches children at risk of losing the care of their families or those who are already separated from their parents. This impact can be summed up in several positive effects for the operation:

- It is now simpler and more effective to track the management of service managers
- The acquired tools allow the generation of reports for analysis and decision-making.
- Service managers increased their motivation and productivity, now feel more agility in their performance and meet the proposed goals more easily.
- The tools allow immediate access to stored information, thanks to the interactions that have been created with the donor management system.

In terms of the indicators of the DEL, the tools acquired by Aldeas Infantiles SOS Colombia allowed to optimize the operation, with the following results:



## Case Study: Aldeas Infantiles SOS Colombia

### About Aldeas Infantiles SOS Colombia

Aldeas Infantiles SOS Colombia helps more than 10,000 children through eleven programs located in nine departments of Colombia. Since its beginnings in Colombia, Aldeas Infantiles has continued with its philosophy of working to strengthen the family environment of children, adolescents and young people, fighting for their rights and ensuring that they have the same living conditions as any other citizen. In the same way, the organization works hand in hand with the government to influence public policies that favor the development of this population in conditions of vulnerability.

### About Enghouse Interactive

Enghouse Interactive ofrece la tecnología y la experiencia para maximizar el valor de cada interacción con el cliente. La compañía desarrolla una amplia cartera de soluciones de gestión de interacciones con clientes. Las principales tecnologías incluyen contact centers, consola de atendimento, marcador predictivo para llamadas salientes, gestión del conocimiento, IVR y soluciones de grabación de llamadas compatibles con cualquier entorno de telefonía, en modelo de compra, alquiler o en la nube. Enghouse Interactive tiene miles de clientes en todo el mundo, soportados por una red global de partners y más de 800 personas dedicadas a las operaciones internacionales de la compañía.

Enghouse Interactive es una filial de Enghouse Systems Limited, una compañía de software y servicios cotizada en la bolsa de valores de Toronto (TSX) bajo el símbolo "ENGH". Fundada en 1884, Enghouse Systems es una compañía consistentemente rentable, que ha crecido tanto de manera orgánica como a través de las adquisiciones de especialistas incluyendo AndTek, arco, CosmoCom, Datapulse, UAI, es Sonix, Presence Technology, Reitek, Protegerte, Syntellect, Telrex, trío, Voxtron y Zeacom.

Más información en: [www.enghouseinteractive.es](http://www.enghouseinteractive.es).



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.es](http://www.enghouseinteractive.es)

