



Certicamara selected Enghouse  
Interactive solutions as a  
corporate tool to optimize its  
business operations

The flexibility it offers to work depending to the needs of any type of industry was determinant.



## Executive summary

**Customer name:**

Certicamara S.A

**Industry:**

Business Services

**Location:**

Colombia



For additional information  
Certicamara  
[www.certicamara.com](http://www.certicamara.com)

### Challenge

- Integrate the Telephony Platform with CRM
- Automatize the Customer Service Management

**Solution:**

**Enghouse Interactive for Outsourcers**

- Presence Inbound
- Presence Outbound
- Presence Intelligent Routing
- Presence Scripting
- Presence Recording
- Presence Custom Reports
- Presence Robodialer
- Presence Administrator
- Presence Supervisor
- Presence Screen Recording

### Results

Through Enghouse Interactive solutions implementation in its operation, Certicamara achieved:

- Customer service improvement through Presence IVR implementation
- Telephony platform integration with CRM Dynamics
- Monitor the service quality with Presence Recording
- Generate custom reports of the Contact Center operations

## The need

**Certicamara S.A.** it's a Colombian open digital certification entity, created with the purpose of providing the maximum legal and technical warranties in electronic communications through the emission of digital certificates for electronic signature, certified chronological stamping and secure electronic file. Its main branch is located in Bogotá and its subsidiaries are in Cali, Bucaramanga, Medellín where they have more than 70 employees. It is the current leader in the digital certification market with a 98%market share in the Colombian Market. Before Enghouse Interactive implementation,

Certicamara had a telephony PBX based in Asterisk and Sugar CRM.They were looking for a product that wasn't limited by telephony services, but available for integrating it with Dynamics CRM. In order to optimize processes and provide a better service, they decided to implement an IVR that would automate frequent inquiries that were previously managed by a customer service agent. For this, it was necessary the integration of Enghouse Interactive platform with Certicamara internal requests system.

After evaluating the market's different solutions, Certicamara chose the Presence Suite as its corporate solution among other vendors, mainly because of the flexibility it offers to work depending on the different business needs.

## The Solution: Presence Suite for Certicamara

This is how Certicamara manages its operations through Enghouse Interactive tools:

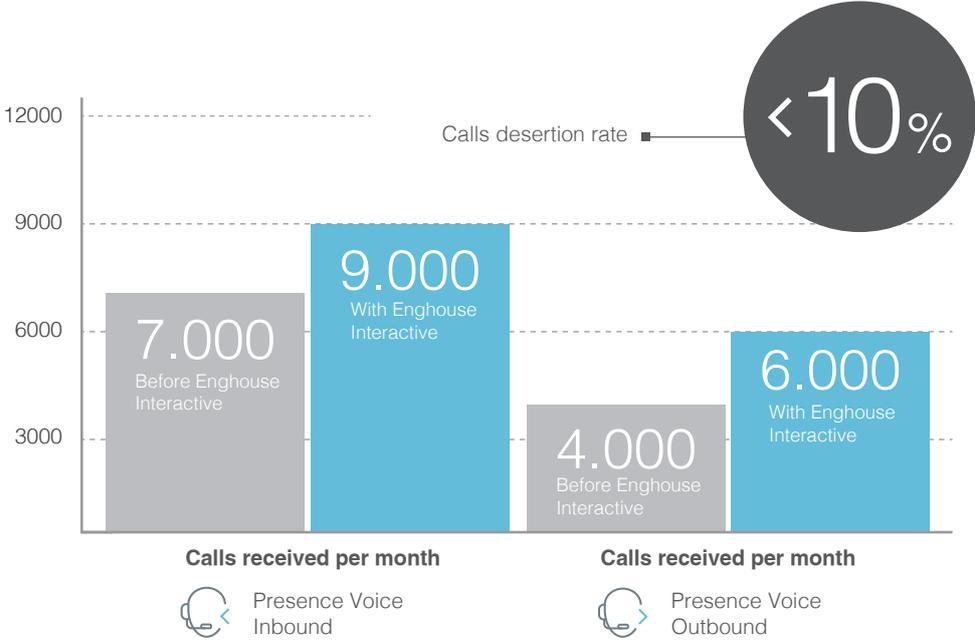
- Presence Voice Outbound for outbound calls campaigns.
- Presence Voice Inbound for inbound calls campaigns.
- Presence Intelligent Routing for agent calls routing according to the automatic IVR options.
- Presence Scripting
- Presence Recording, for creating a recording plan that allows the corresponding quality monitoring service.
- Presence Custom Reports, to generate custom reports about the Contact Center operation.
- Presence Administrator
- Presence Supervisor
- Presence Screen Recording

## Added Value

Enghouse Interactive solutions have facilitated and simplified the direct communication between Certicamara and its Clients, increasing and improving the attention and service levels.

Certicamara Contact Center now has:

- Call Reception (Inbound): Customer Service, troubleshooting, Technical Support.
- Outbound: Telemarketing, Collections Management, Customer Loyalty, Events



Before implementing Enghouse Interactive, Certicamara managed its Contact Center in the following way:

- Monthly inbound calls average: 7.000
- Monthly outbound calls average: 4.000
- Monthly desertion rate average: 20%

After implementing Enghouse Interactive, Certicamara Contact center meets all of its set goals regarding level and service quality:

- Monthly average of 9000 inbound calls
- Monthly average of 6000 outbound calls
- Monthly abandoned rate under

## About Enhouse 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.

**Enhouse Interactive**, a subsidiary of **Enhouse 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, **Enhouse 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  
**Enhouse Interactive** solution

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

