



Pelayo Asistencia: a client at the center of its strategy

Grupo Pelayo's Services and Contact Center area has increased its productivity on emission campaigns by 68.6%, thanks to the technological renovation that led to the implementation of Enghouse Interactive solutions.

During 2007 the company processed nearly 4 million calls, setting a new corporate objective of continued growth in both service offerings and policyholder service.

Client profile

Headquartered in Madrid, Pelayo Asistencia was founded in 1999 with the goal of offering high-quality travel assistance services to policyholders, all the while benefiting from the synergies Grupo Pelayos' entire range of telephone services. Currently, the group's contact center offers a wide range of services, such as: travel assistance, technical and medical assistance, the sale of car and home insurance, the collection of car and house parts, client loyalty, channel banking assistance and other value-added services for clients.

Pelayo Asistencia encompasses Grupo Pelayo's Services and Contact Center area, employing more than 400 people in the Sales, Post-sale and Travel Assistance departments. With 286 managers in Madrid, 46 in Ávila and 68 in Argentina, agents process 4% of all registrations and 30% of the write-offs performed by the Group. Additionally, over 261,000 Travel Assistance services were offered throughout 2006, providing support to more than 1 million policyholders.

The contact center's management needs

Although Grupo Pelayos' contact center didn't begin operations until 2000, as years went by the platform gained importance and a decision was made to undergo a process of technological renovation. The principle requirements included a virtual call center that would permit the company to function as a sole platform and allow for the evolution of IP technology. Contrastingly, the Group's previous infrastructure limited its future growth possibilities as well as the integration of other software applications.

According to Miguel Ángel Lechuga, director of the Pelayo Asistencia Contact Center, "The

business' growth demanded an improvement in communications quality along with an infrastructure that would allow us to integrate CRM software, which we plan to implement in the future. We wanted to change the Contact Center's status as a cost center and, using the appropriate tools, begin to provide added-value to both the organization and the client."

Following an extremely detailed evaluation of each of the offers proposed by several of the market's principle providers, the insurance group decided to implement Enhouse Interactive's solution along with the Avaya proposal put forth by integrator Datapoint.

Enhouse Interactive and Avaya as the generators of change

With regards to Enhouse Interactive's solutions, Pelayo chose the Presence Voice Inbound and Outbound solutions for out-going and in-coming call management, Presence Scripting for the creation of service scripts, Presence Custom Report for the real-time creation of reports on the contact center's operations and, finally, the Presence Recording tool. Insofar as hardware, the essential implementation of IP technology throughout the entire organization was carried out with Avaya 8720 as the new corporate switchboard.

In the words of Miguel Ángel Lechuga, "Having Avaya as our switchboard permitted us to increase the number of Call Center positions. Additionally, Enhouse Interactive supplied extra value to the organization through its perfect integration with Avaya, as well as its status as a modular and highly scaleable solution."

Enghouse Interactive and Avaya as the generators of change

The project's installation was executed by a team of both Datapoint and Enghouse Interactive employees, who completed the work just three weeks after receiving the switchboard. This period saw the switchboard's installation, the installation and programming of Enghouse Interactive's software, integration with the IVR and the training of both agents and supervisors on the solution. "It's noteworthy to highlight that the tool's implementation was carried out in defined periods and without any incidents. The involvement of internal personnel and the user-friendliness of Enghouse Interactive's solutions enabled us to complete the project in record time," adds Miguel Ángel.

With the Presence Voice Inbound and Presence Voice Outbound solutions, the Pelayo Asistencia Contact Center improved earlier bookmark results and also reduced the ratio of abandoned calls, which the new system permits to be included within the emission campaign. Furthermore, the back office tasks that could not be effectively managed earlier became included in the system's contact line, converting each task into a call that could be measured and coded.

In addition, equipped with Presence Custom Reports, supervisors were awarded real-time access to reports on emission campaigns, call

traffic and the various service levels without losing a single piece of relevant information. "Custom Reports has proven to be an extremely valuable tool for Pelayo," states Miguel Ángel Lechuga. "It allows us to change processes and operations while offering added value at additional organizational levels. For example, we can provide information on the motives behind a supplier's refusal of services, thus facilitating the decision-making process for negotiations in similar situations."

The Presence Scripting solution allowed for the unification of a number of satellite applications used by platform agents and which had not previously been integrated. "It has enabled us to insert direct access to each application within the agent's Scripting, making it unnecessary for telephone managers to exit the system in order to search for specific information," says Miguel Ángel Lechuga. "We've achieved greater agility now that we are able to respond directly to any type of question that a client may have."

Finally, with the Presence Recording solution, supervisors can carry out call searches according to certain characteristics, using the conversations found as training tools to improve specific indicators.

Quantifiable Results

Emission campaign
Increase in productivity by 68.6% - Increase in contacts by 30.6%



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.



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