



Unísono's business has grown  
.....  
considerably since implementing  
.....  
Enghouse Interactive's All-In-One  
.....  
Suite.

"Enghouse Interactive helps us to improve the quality of our services even more".

María del Pino Velázquez,  
President of Unísono.

## Company profile

Founded in June 1999, Unisono is a transnational Spanish company and a leader in customer care services. Unisono helps companies efficiently manage their Contact Centers and BPO, including consulting, collecting, Social Media management and technology solutions sales. Headquartered in Madrid, Unisono has 11 centers in Spain, Chile and Colombia with a staff of more than 7,500 employees, and its annual revenue exceeds 120 million euros.

Unisono's Call Center division offers a wide range of services: inbound calls (customer service, troubleshooting, telephone banking), outbound calls (telephone sales, customer loyalty, promotional campaigns, collections, surveys), as well as consulting (systems analysis, design of contact centers, hardware and software selection, creating and training teams).

## Enghouse Interactive's solution

Unisono utilized Avaya and Nortel ACD switchboards, so the company was not only looking for a product that could be integrated with these ACDs, but which could also make the hardware investment profitable.

After evaluating different solutions, they chose Enghouse Interactive's All-In-One Suite. Unisono took into account Enghouse Interactive's experience, its ongoing commitment to technology and innovation, and its flexible solutions, which are able to adapt to each one of its businesses.

Unisono specifically considered the tool's functionality, the powerful integrated Scripting solution, as well as the versatility of its recorder, as they value superior customer service as their differentiating factor. It was important for the company to have tools that bring added value to their customers, by streamlining the Contact Center operations and identifying areas for improvement.

Unisono implemented Presence Voice Outbound licenses for its Nortel and Avaya switchboards in progressive mode, recently upgraded to predictive mode.

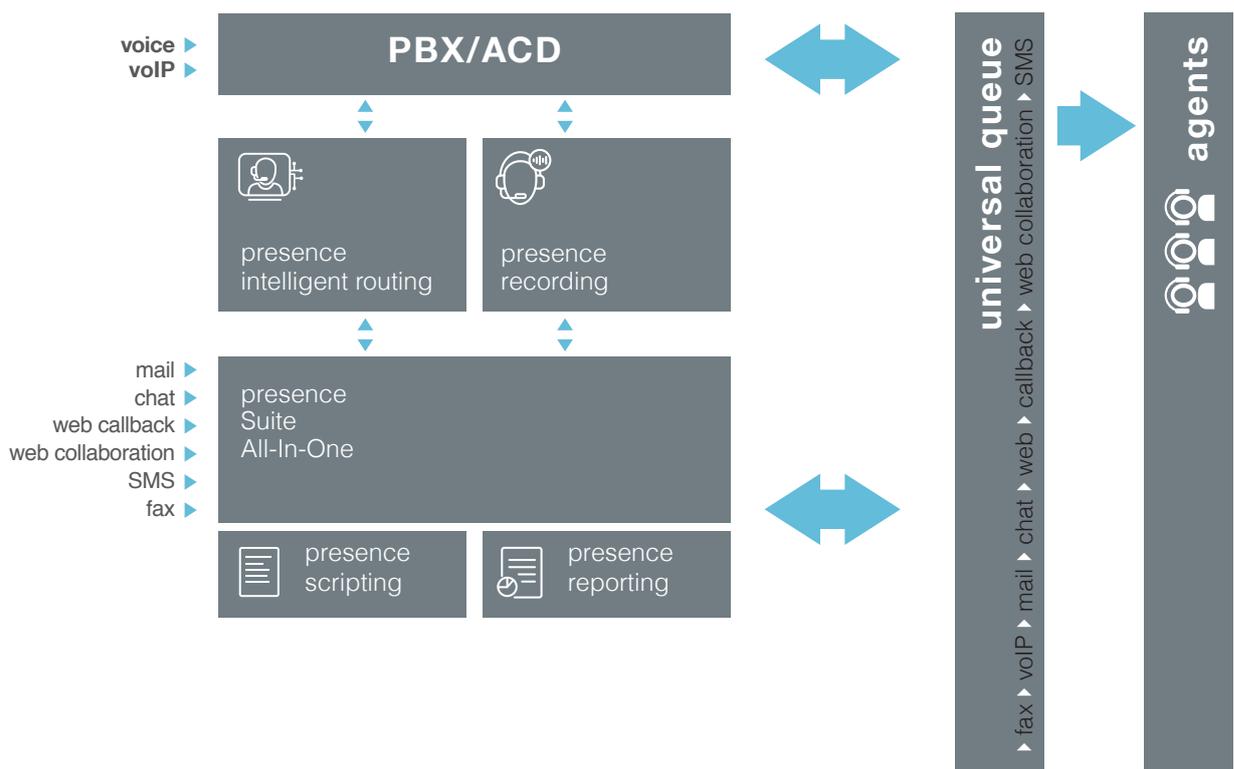
## Enghouse Interactive's solution

The company also installed:

- Presence Voice Inbound for inbound call campaigns (in blending, same as Outbound).
- Presence Intelligent Routing to route calls to the most qualified agent according to pre-defined criteria.
- Presence Scripting, designed to generate services and campaigns at both inbound and outbound levels. Its powerful development capability and ease-of-use provide both the supervisor and agent with great independence. Its high adaptability makes it possible to parameterize campaigns and make changes on the fly.
- Presence Recording to develop both fixed and on-demand recording, which allow monitoring of customer service quality.
- Presence Custom Reports to generate tailor-made reports designed to improve business strategies and campaign management.

## Rapid implementation

Unisono has acquired more than 700 Enghouse Interactive licenses for its Call Centers in Spain and Latin America. The successful implementation took only one month, including the training period of Unisono staff and also the start-up period for different services.



## The benefits

With Enghouse Interactive solutions, Unisono has a tool capable of fully optimizing the company resources. As a result, Unisono has achieved internal and external growth, highlighted through different improvements.

### For the end user:

- Automatic attempts to contact the customer depending on day/time.
- A record of each contact shows on the manager's screen. Different interactions with the same customer can be managed by the same agent, offering a much more personalized service.
- Implementation of IP technology.
- Ability to manage parallel actions through mail / fax server.

### For internal departments

- Predictive dialing dynamizes outbound campaigns and optimizes Contact Center resources. The ratios obtained with a progressive dialer campaign in over five days can be achieved in three days with predictive dialing.
- Change of dial type according to campaign strategy. Agent productivity has increased and, with an efficient organization, business goals are achieved more rapidly.
- Real-time monitoring of call center activities.
- Productivity reports for organizing service strategy.
- Deliverance of decisive data to the customer in real-time.
- Automatic loading/lists of records.
- Real-time changes of business selling points.
- Recording and Custom Report modules analyze campaigns to identify areas for improvement, which leads to better customer service.

According to Araceli Aranda, Enghouse Interactive CEO: "Working with Unisono has been a great pleasure for us; they have broad experience in the sector and know how to provide good customer service. It's always a very gratifying challenge to be able to provide improvements in these cases".

María del Pino Velázquez, Unisono President, says: "Enghouse Interactive helps us to improve the quality of our services even more. Our aim is to give our customers added value, providing good customer care in the most intelligent and efficient way possible, by using loyalty strategies and tailor-made solutions. In summary, we speak with just one voice: the customer's, and thanks to Enghouse Interactive, we can guarantee that our solutions will be managed more easily and simply".

## 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)

