



Illumno chose Enghouse  
Interactive's tools thanks to their  
flexibility and easy integration  
with the technological platform  
of the educational institution



## Executive summary

**Client's name:**

Ilumno

**Industry:**

Education

**Location:**

Colombia

 More information about Ilumno  
[www.ilumno.com](http://www.ilumno.com)

### Challenge

- Improve the effectiveness of campaigns and the quality of the service offered- Generation of customized reports
- Real-time monitoring

### Solution

Presence Inbound + Presence Outbound + Presence Custom Reports + Presence Recording + Presence Scripting + Presence Administrator + Presence Supervisor

### Results

Through the implementation of the tools of Enghouse Interactive, Ilumno:

- Ease of data extraction
- Increase in number of registrations and student persistence
- Significant improvement in cost per enrollment and payroll cost
- Increased campaign productivity
- Higher % of penetration of data and % conversion
- Call management automation by Outbound and Inbound dialing
- Possibility to work in different simultaneous services (Call Blending)

## Company Profile

Illumno is an important network of universities whose aim is to help quality higher education institutions that want to expand and modernize in a sustainable way. They have 10 prestigious partner institutions of higher education in 7 Latin American countries where they implement services, processes and technology. With more than 200,000 students, 10,000 teachers and collaborators. Illumno is the most efficient and interesting solution for universities that seek to

modernize, expand and give excellent services to its students, teachers, administrative staff and leaders institutional.

The organization is dedicated to providing services to educational entities in the region focusing its efforts on the maturation of and to the constant monitoring of their students.

## Objectives

- Create memorable experiences with the students offering quality in every one of the interactions
- Growth in the number of students.
- Extracting information for taking decisions and provide intelligence in the business.
- Measurement and control of indicators
- Process Automation
- Monitoring the productivity of the consultants
- Incorporation of BackOffice processes
- Work Blending and Multichannel
- Resource optimization and reduction of operating costs
- Scripting and monitoring
- Generation of customized reports

The main limitations that Illumno had to achieve the proposed objectives lay in the fact that they lacked control tools that would allow them to carry out monitoring, causing inefficiency in the operation. Another factor that influenced the

achievement of the goals was the lack of knowledge of behaviors, statistics and trends and the fact that they had arguments and information in shared folders which diminished productivity.

## The Enghouse Interactive solution for the Education Sector

Illumno chose Enghouse Interactive's solutions for several reasons, including the operations team's knowledge of the tool and satisfaction with the support offered by the manufacturer. Another factor that prompted the company to choose Enghouse Interactive is that it has a friendly and easy-to-use platform for all Illumno's business profiles, in addition to its flexibility and capacity to integrate with the

educational organization's technological platform. The implementation process took into account numerous integrations with tools that were already in the organization.

## Added value

With the implementation of the Enghouse Interactive, the educational institution achieved greater autonomy in the management of the Contact Center and the possibility of carrying out calls in predictive and progressive mode, as well as being able to work in different services simultaneously (Call blending).

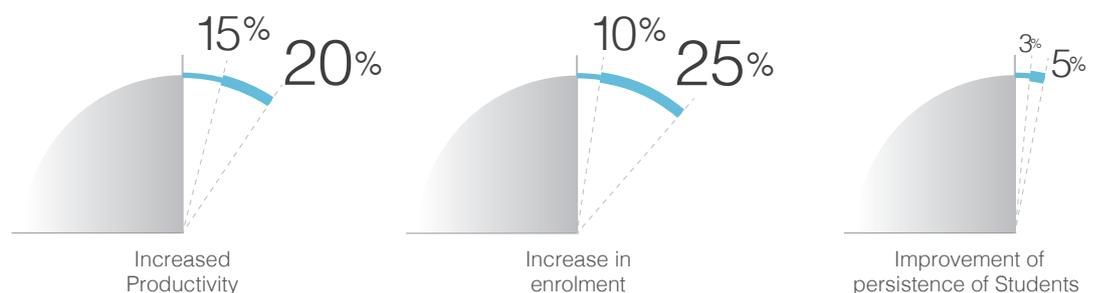
Additionally, Presence's tools Supervisor and Presence Custom Reports allowed greater control over the operation and real-time monitoring of the agents: the creation of panels, generation of alerts, online and custom reports was very eye-catching and generated value to the operation.

This also greatly facilitated the use of the tool by users at the beginning of the process.

The integration with the tools of The customer relationships allowed us to I bring business intelligence to the management of your campaigns. At the operational level, the different dialing alternatives and the flexibility to implement modifications on the go were another success factor for the implementation of the tools Enghouse Interactive at Ilumno, as well as the ease of data extraction and analysis.

## Results

- Increased Productivity: between a 15% - 20% in Useful Contacts
- Increase in enrolment: between 10% -25%
- Improvement in the indicator of persistence of Students: between 3% - 5%
- Higher % of Base Penetration Data
- Higher % of Conversion
- Lower cost per roll: 15%.



## About Illumno

The Red Illumno or University System of the Americas, as it is also known, is a non-profit association of nine private university institutions in Latin America, founded by Whitney Colombia, an outsourcing company in 2012.

The entity is a community of more than 200,000 students and graduates, making it one of the largest communities in Latin America.

## About Enghouse Interactive

We are the most reliable contact center technology provider in the world. Our global brand is built on a history of always delivering on our commitments. With our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software and services, delivering optimized customer care services and transforming the contact center from a cost center to a powerful growth engine. Our practices and solutions enable companies to significantly leverage daily customer interactions, to extract critical insights that increase customer loyalty, and to discover new profitable and value opportunities.

Supporting more than 10,000 customers in 120 countries, Enghouse Interactive operates in compliance with local regulations and supports any telephony technology, whether deployed locally or in the cloud, ensuring that our customers can be reached by their customers - at anytime, anywhere and through any channel.



Presence Suite es una solución de **Enghouse Interactive**.

Para más información, visite [www.enghouseinteractive.co.za](http://www.enghouseinteractive.co.za)

