Enghouse Interactive

Levels of care and communication with citizens have been improved through process automation and resource optimization.

PROSPERA

Executive Summary

Client's name:
PROSPERA (Social Inclusion Program)

Industry:
Government

Location:
Mexico

i More information about
PROSPERA
www.prospera.gob.mx

Challenge

- Process automation and resource optimization.

- Improvement of service levels to citizens.

- Monitoring and control of service.

- Administration and distribution of loads of work in the state delegations.

Solution

Outbound Calling, Intelligent Routing Calling, Custom Reports, Development of Agents Arguments, Recording Agents' Voice and Screen, Supervisor, Administrator.

What is the Prospera program?

PROSPERA is the main strategy of the Government of the Republic of Mexico to counteract the country's poverty; it currently serves 6.8 million beneficiary families, who receive education, health and food, support; its objective is for families to improve their living conditions.

PROSPERA has national coverage and identifies households in poverty by means of a survey of socio-economic and demographic characteristics that determines their incorporation to the Program.

PROSPERA contributes to strengthening the effective fulfilment of social rights that enhance the capacities of people living in poverty, through actions that expand their capacities in food, health and education, and improve their access to other dimensions of well-being.

What are the objectives of the Prospera program?

- Providing support to families beneficiaries to improve the nutrition of all its members

- Ensure access to health.

- Provide educational support for education basic, upper-middle and higher

- To promote that the population served access financial services in preferential conditions.

What limitations did they have?

The main limitation to achieving the objectives of the project to install the 01 800 Call Centre was the lack of centralization of information and distribution of workloads in the different state delegations and the lack of automation of the processes for receiving calls from the 01 800 line.

This resulted in not being able to attend the great volume of beneficiary requirements of the Program. The operation had no data in real time on the management of the agents who worked in the different states and it was not it is possible to follow up on its management since the processes were done manually.

The Solution

With the implementation of Enghouse Interactive's solutions, the Program's Contact Center thrives with 84 agents, distributed as follows: 2 for each of the 32 states of the Republic of Mexico and 20 in National Coordination, which use Enghouse Interactive's solutions mainly for the management of incoming calls and their intelligent routing (Presence Intelligent Routing). Likewise, the tool allows making a real-time monitoring and control over the operation of the agents (Presence Custom Reports), which offers the opportunity to improve management indicators.

What impact has the Prospera program had on the population?

The greatest impact of the project has been to contribute to improving the living conditions of the people, resolving their concerns and providing timely information to all beneficiaries of PROSPERA Social Inclusion Program, regardless of their socioeconomic status. This in turn has translated into benefiting citizens in terms of access to food, education, health, labor, productive and financial inclusion.

How have Enghouse solutions helped Interactive?

The main benefit of implementing Enghouse Interactive in Prospera's operation is the ability to manage the workforce and balance workloads across states. This is achieved through the intelligent routing of calls to the best qualified service agents, for the correct routing of citizens and thus be able to attend to their requirements in a more efficient manner.

Enghouse Interactive allowed to have a call center scheme according to the best in the market, giving stability to the operation since the availability of the tool is higher than 99%. Before that, there were many interruptions in the service. The most important thing is that the implementation time was a record, in one month the tool was already running.

Enghouse Interactive was a pioneer in the area of government for the attention of remote offices with a low investment. Before Enghouse Interactive, 14% of the calls were completed, and after its implementation, 98% of the traffic was completed.

Thanks to having a friendly tool for the beneficiaries of the Prospera Program, we were able to include people with little or no access to education and allowed them to have state-of-the-art technology at hand to optimally satisfy their requests and access the support offered by the government.

Before the implementation of Enghouse Interactive, there was no efficient control of telephone management at the 01800 hotline. It was not known how many calls were received, how many were answered and how many were not. Likewise, there was no intelligent routing strategy or sufficient qualified personnel to handle the calls in each of the state delegations.

Through intelligent call routing and the centralization of information in a unified manner, levels of service and communication with citizens have been significantly improved, increasing the percentage of calls handled. In addition, the tool facilitated simultaneous attention in the different states. Now when a state cannot manage the call, it can be diverted to another state or to National Coordination. Before the implementation of Enghouse Interactive, if this situation arose, the call was simply not answered and the citizen could not solve his request.

The most important thing is that the **implementation time was a record**, in a month we had the tool up and running

Results

98%

14%

80%

47%

- With Enghouse Interactive
- Without Enghouse Interactive

Calls Completed

Level of Atention
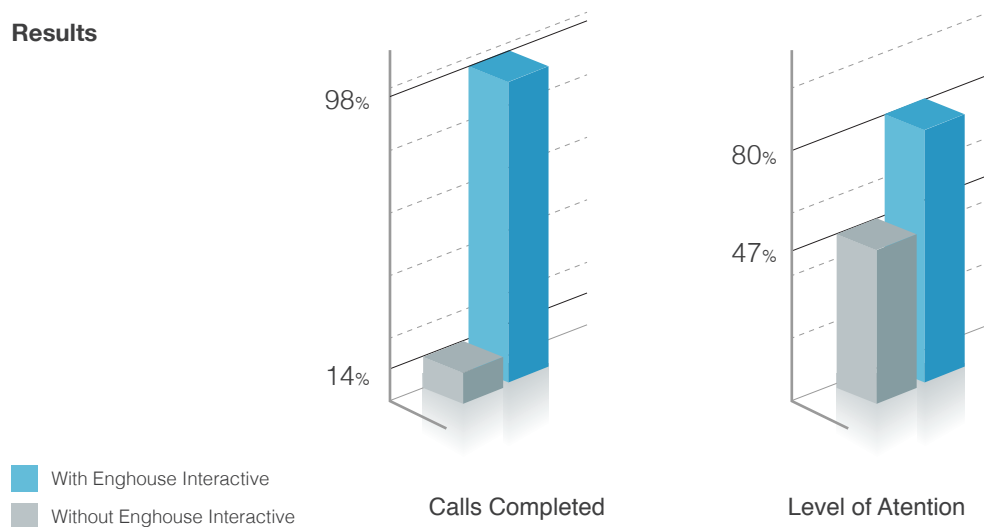
About Prospera

PROSPERA (Social Inclusion Program), articulates and coordinates the institutional offer of programs and actions of social policy, including those related to the promotion of production, income generation, economic welfare, financial and labor inclusion, education, food and health, aimed at the population in poverty.

The Program operates in the states through its 32 State Delegations and 232 Regional Assistance Units.

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About Enghouse 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.

Enghouse Interactive, a subsidiary of **Enghouse 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, **Enghouse 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

Enghouse Interactive

Presence Suite is an
Enghouse Interactive solution

For more information visit
www.enghouseinteractive.co.za