



Cobyser chose Presence Suite to
optimize its customer's debt
collections due to the software's
simple implementation process
and easiness of use



Executive summary

Customer's name:

Cobysyer

Industry:

Debt Collections

Location:

Colombia

i More information
about Cobysyer
www.cobysyerltda.com

Customer's profile

Cobysyer's main objective is to offer integral debt recovery for all kinds of debts, given the raise in overdue loans in Colombia's main economic activities. With over 17 years of experience, Cobysyer has seven branches nationwide (Bucaramanga, Bogota, Tunja, Yopal, Cartagena, Valledupar and Barranquilla) offering debt collection services for Colombia's most prestigious financial institutions. Its main services include administrative debt collection, pre-legal debt collection, legal debt collection, written-off debt collection and certificate study.

Cobysyer specializes in humanized debt collection management, working under professional criteria and subject to legal parameters, referring to security and personal data management. Colombia's Financial Superintendence laws supervises Cobysyer's debt collection processes. On average, the company achieves debt collection of 80% of its assigned capital.

The Challenge

Cobysyer had to achieve a higher optimization of the service provided to financial institutions. A technological platform with better technology and support that allow it to be competitive in the debt collection industry. With the previous software, Cobysyer had no dynamism in terms of developing debt recovery strategies and customers couldn't be approached as demanded by the market's requirements.

Limitations were related to the size of Cobysyer's operations and the imminent expansion that was taking place. Given this circumstance, it was necessary to implement a new technology that enabled more agility and dynamism in debt collection management.

The Solution

Cobysyer uses Presence Suite version 9.2, implemented by Apice, Enghouse Interactive's technological partner in Colombia, focused in offering technological solutions to optimize corporative telecommunications. Presence Suite's main function is to allow a debt collection process through phone interactions and storing their information on a database.

Presence Recording allows monitoring for calls, in order to provide a better quality and loyalty to customers. The systems also enables automatic call distribution, supervision capabilities, reporting and group statistics, queue or campaigns.

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Specifically, the following modules of the Presence Suite were implemented

- Presence Outbound Dialer
- Presence Inbound
- Presence Recording
- Presence Scripting
- Presence Agent
- Presence Supervisor
- Presence Administrator

Cobysyer chose Presence Suite as its software to optimize its debt collection processes because the solution is both easy to implement and to use

Initially, Cobysyer started a pilot plan through Apice in Bogota. Given the good results, the company decided to implement Presence Suite nationwide.

Results

With the implementation of Presence Suite, Cobysyer improved management times with Presence Outbound Dialer. In addition, it optimized call quality and development of follow up reports, resulting in a higher easiness in report elaboration, thanks to Presence Recording, Presence Scripting, and Presence Reports. This has enabled an integral management of the whole debt collection process.

Overall, parametrization of campaigns and event monitoring allowed Cobysyer to carry out a much more successful debt recovery process. Presence Recording was key to performing better audits to comply with requirements from all of Cobysyer’s customers, since audio download is much easier and reliable.

“Presence Suite made it possible for us to approach our customers the way that the market required it. That is, with higher productivity in number of total calls, while allowing for integral management of the whole debt recovery process. It’s not only about calling to collect an unpaid debt, but to be able to listen to our customers and about offering them different strategies for negotiating”

Juan Camilo Martínez,
Strategy Manager at Cobysyer



About Cobyser

Cobysyer is a Colombian company with over 17 years of experience offering integral debt recovery for all kinds of debts. The company has seven branches nationwide (Bucaramanga, Bogota, Tunja, Yopal, Cartagena, Valledupar and Barranquilla) offering debt recovery services for Colombia's most prestigious financial institutions. Its main services include administrative debt collection, pre-legal debt collection, legal debt collection, written-off debt collection and certificate study.



About Apice

Apice was founded in 1994 and it offers technological solutions to optimize corporate telecommunications, especially in telephony and security. The company assesses globalization demands that require innovative technology in every area of all organizations. Apice provides and integrates telecommunication solutions focused on telephony and data convergence for contact centres and customer service.



About Enghouse Interactive

Enghouse Interactive (www.enghouseinteractive.com) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ENGH." Founded in 1984, Enghouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Survox, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at www.enghouseinteractive.com.



Presence Suite is an
Enghouse Interactive solution

For more information visit
www.enghouseinteractive.es

