



Iemas Financial Services uses  
Presence Suite from Jasco for  
efficient, effective multi-channel  
contact centre capability



## Executive summary

**Customer:**  
Iemas Financial Services

**Industry:**  
Financial, Insurance

**Location:**  
South Africa

**Call Centre seats:**  
145

**i** More information about Iemas  
[www.iemas.co.za](http://www.iemas.co.za)

### Challenge

Providing excellent service through a multi-channel solution to incorporate email, SMS, voice and more into a single Contact Centre platform.

### Solution

- Presence Voice Outbound
- Presence Voice Inbound
- Presence Messaging
- Presence Scripting
- Presence Custom Reports
- Presence Recording
- Presence Screen Recording
- Presence Intelligent Routing
- Presence OpenGate

### Benefits

- Improved efficiency and effectiveness
- Costs reduced by more than 20%
- Agent productivity has doubled, and human error has been reduced by 99%
- Increased customer satisfaction
- Significant growth of sales turnover

## About lemas

lemas Financial Services started as a humble staff loan facility within Iscor in 1937 and has grown to become the largest financial services co-operative in South Africa providing financing and insurance products to more than 550 employer groups such as Exxaro, Sasol Ltd., Anglo Coal, Avusa, Astral Foods Ltd, Medi-Clinic etc.

lemas is a member organisation whereby our members enjoy the full benefits which we have to offer. One of the benefits is that a part of the annual profits are paid back to members in the form of an annual member benefit distribution and they also build up a substantial savings account. Over the past 10 years lemas allocated over R 1 billion to members through its annual member rewards, with R 109.4 million

in 2018 alone. Member rewards are paid annually and are based on the member's product usage throughout the year.

The lemas footprint consists out of more than 30 branches, regional offices, a contact centre and service points throughout South Africa. The lemas contact centre was opened in 2007 at lemas Head Office, Centurion. It has grown at a rapid pace into a well-oiled machine. One of the primary focuses is not only the physical, emotional and financial wellbeing of the contact centre consultants but also their training and development to increase sales. It is not without its challenges but we are proud to say that the lemas Contact Centre is making great strides in the financial industry.

## The Requirement

In today's competitive financial services industry, excellent service is crucial and a fully functional, effective and efficient contact centre is critical to the smooth running of operations. The contact centre is often a customer's first and potentially only point of communication with the provider, which makes it critical in providing services and support to the company's customer base. When the company's original contact centre solution, installed in 2006, could not deliver on expected benefits anymore, lemas turned to the Enghouse Interactive solution, and Jasco Enterprise as their Presence Suite maintenance and support partner.

**“lemas’ previous technology platform was not supporting their needs. They needed a multi-channel solution to incorporate email, SMS, voice and more into a single contact centre platform. The reputation of Enghouse in the market preceded it, and after conducting a Proof of Concept (POC) lemas could envision the difference it would make to their business and strategy achievement and invested in the solution,”** says Paul Fick, of Jasco.

## The Solution

The contact centre offers an all-encompassing service to members, including short-term insurance and financing products. Presence technology was acquired in April 2010 to cater for the multi-channel needs of lemas' members, this allowed the business to offer faster and more efficient processing of applications, claims and other transactions, as well as an information hub which provides a one stop solution that suits the needs of all lemas members. Members can use the contact centre to access products, services, advice and information through telephone, SMS and email wherever they are and whenever they need services. For lemas the solution is cost effective, enabling the co-operative to meet customer expectations as well as to measure, manage and improve on service levels.

**"We chose Enghouse's Presence Suite because it offered the most cost effective solution and the best value for money to suit our needs. It is an 'all-in-one' solution, and all our core applications were adaptable to Presence Suite, so we achieved adequate levels of integration as well. The support from both Jasco and Enghouse Interactive internationally has also been exceptional, and we have seen a number of benefits from using this solution"**, says Rachael Naidoo, Operations Manager of lemas Contact Centre.

Increased customer satisfaction  
Significant growth of sales turnover  
Increased efficiency and effectiveness



-20%

Reduced costs



x2

Doubled agent productivity



Reduced human error by

-99%

## The Solution

Using a variety of Presence Suite tools, including Predictive, Preview, Inbound, Outbound, Scripting and Email functions, as well as Voice and Screen Recording to support quality management and compliance adherence. lemas has noted improvements in efficiency and effectiveness, most notably through the ability to conduct campaign management as well as through the accurate measurement tools which provide business intelligence information such as the Presence standard reporting and the Presence Custom Reporting Module.

lemas has seen a growth in complexity and size of their call centre, in addition to Client Services, further functions have been introduced, such as collections, E-Sales, Financial Advisory Services and Short-Term Insurance Sales. With lemas experiencing such growth in complexity a solution was required which could keep pace with the changing face of the business, and Presence Suite meets this requirement.

With campaign management, both inbound and outbound calls are generated to agents without human intervention to ensure prompt and effective service delivery to lemas members. Inbound campaigns generate incoming calls to specifically skilled agents via the Automatic Call Distributor, and outbound campaigns generate high volumes of calls via the Presence dialler for the outbound agents.

**“As a result of the campaign management feature of our Presence Suite contact centre solution we have reduced our costs by more than 20%. Agent productivity has doubled, and human error has been reduced by 99% through automated outbound campaigns. This all adds up to vastly increased customer satisfaction,”** Naidoo adds.

Accurate measurement tools and business intelligence enable trends to be reported upon and highlight areas for improvement. Reporting tools enable lemas to monitor and maintain

Service Level Agreements (SLAs) and improve standards across the business, both in real-time as well implementing long-term step changes. Reporting also enables productivity gains, ensuring that time wastage can be identified and rectified, the agent schedules are adhered to, and that staff occupancy can be optimised to ensure the most efficient processes possible. These benefits, along with multi-channel capability, have enabled significant growth and improvements in query handling.

**“We have also seen growth in our eSales department using our multi-channel contact centre. Our sales turnover from this department shows significant growth due to the increase in efficiency and effectiveness. We have also been able to introduce Voice Recorded Loans supported by Presence Suite contact centre technology. Instead of requiring contracts to be printed and signed, Presence Suite allows us to use voice calls as verbal contracts, and stores these recordings for compliance purposes,”** says Naidoo.

**“lemas has seen substantial benefits from partnering with Jasco and utilising Enghouse’s Presence Suite solution. We provide a professional services team to analyse business gaps and provide feedback, which helps lemas to identify current skills and those needed in future. Jasco is not only lemas’s Contact Centre business and Technology partner but also their Contact Centre trusted advisor,”** concludes Fick.

As part of a wider project to increase efficiency and assist with making more informed business decisions, lemas is also planning on implementing and incorporating other aspects of the business onto the Presence platform, these include Quality Management System - which is currently being managed on Microsoft Excel - and the Presence Social Media module.

“We chose Enghouse’s Presence Suite because it offered the most cost effective solution and the best value for money to suit our needs. It is an ‘all-in-one’ solution, and all our core applications were adaptable to Presence Suite, so we achieved adequate levels of integration as well. The support from both Jasco and Enghouse Interactive internationally has also been exceptional, and we have seen a number of benefits from using this solution.”

**Rachael Naidoo,**  
Operations Manager of Iemas Contact Centre

## 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.



+27-11-266-1500  
marketing.enterprise@jasco.co.za  
[www.jasco.co.za](http://www.jasco.co.za)



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.es](http://www.enghouseinteractive.es)

