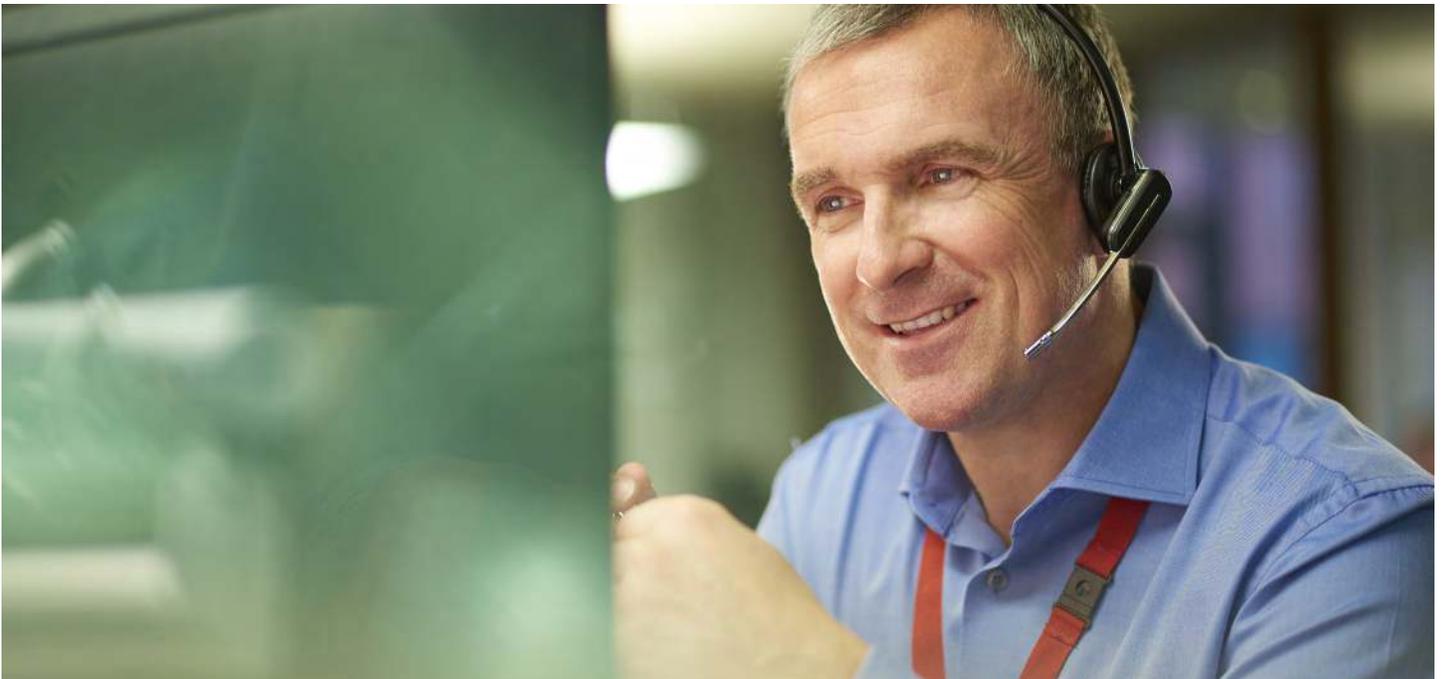


Collection House boosts contact center productivity with QPC



Customer: Collection House Group
Location: Newstead, Queensland, Australia
Industry: Receivables Management
Website: www.collectionhouse.com.au

Challenges:

- Increase agent productivity and efficiency
- Provide senior management with insight into metrics
- Deliver value-adding features such as workforce optimization and skills-based routing

Solution:

- Genesys PureConnect

The Collection House Group is a leading Australasian receivables management company providing a portfolio of services covering the entire credit management lifecycle. This portfolio includes receivables outsourcing, debt collection, debt purchasing, legal services, financial services training, customer service outsourcing, finance broking, and financial hardship management services.

Collection House differentiates itself in the market through the breadth of its service offering, its approach to ethical debt recovery, and its commitment to continually evolve its service and capabilities.

The challenge

As part of a commitment to constantly improve productivity and the level of service provided to clients, Collection House is always striving and adopting new technology which streamlines operations.

During 2016, the company critically examined its existing Cisco dialer solution, used in the firm's contact center, noting that it did not actively increase productivity and/or efficiency. It also was noted that it was unable to provide senior management with insight into valuable metrics such as call volumes and analytics, or deliver value-adding features such as [workforce optimization](#) and skills-based routing.

Collection House Group CEO, Anthony Rivas, stated, "Not only was the incumbent Cisco dialer deficient in preview dial functionality, but managers were often required to be on hand to listen to each and every call to identify the nature of the interaction."

“We selected PureConnect based on its great feature functionality, ... We could see that it would be easy for our call center staff to master and would significantly improve their productivity.”

Anthony Rivas, CEO, Collection House Group

It was also noted that the organization was missing key functionality such as the ability to route calls to certain agents on the fly, which resulted in longer than necessary wait times for customers and devaluing the customer experience.

The solution

Working with technology partner QPC, the Collection House IT team examined and reviewed a range of replacement call center platforms. After a comprehensive assessment process, a decision was taken to deploy Genesys PureConnect .

“We selected PureConnect based on its great feature functionality,” said Rivas. “We could see that it would be easy for our call center staff to master and would significantly improve their productivity.”

A particularly valuable feature of PureConnect is the voice analytics component, which when properly adopted and embedded in the organization could give Collection House better visibility into the customer experience, what was being said on each call by both parties, identify opportunities for call automation/scripting, and provide for predictive programmable previews of the next call and the customer, thus allowing the Account Representative to be better prepared for the customer.

A full scope pilot of the new platform began in Lion Finance, the largest division within the Collection House Group, in July 2016 and was completed by the end of the calendar year. “The QPC team was invaluable and their knowledge of both the technology and our business requirements meant everything went smoothly and in record time,” says Rivas.

As well as the core platform, the project also included deployment of a number of PureConnect components including IC Business Manager, Interaction Dialer for predictive dialling, Scripter and Interaction Administrator.

The platform is now being deployed throughout the organization, and will equip the contact center with voice analytics, skills-based routing and predictive dialing which can support agent optimization and ensure that the right calls go to the agent best equipped to enhance the customer experience.

“Overall, PureConnect technology will continue to support us to improve efficiency through better resource planning, targeted staff training, tailored debt treatment analytics, and further automation.”

Anthony Rivas, CEO, Collection House Group

The benefits

The PureConnect platform is already helping the company to improve its contact center operations by driving overall efficiency and enhancing operational effectiveness. The center can handle a larger number of customers in a shorter period of time.

Within Lion Finance, the largest division within the Group with FY16 revenues of \$123.3 million and a debt book with a face value of over \$1.5 billion, the average volume of outbound calls has been increased by approximately 42 per cent during the past four months - which represents an additional 869,028 calls.

Meanwhile, the increased volume of outbound calls is coupled with an overall decrease in run time. This means agents are on the dialer for less time, with an increased result. This, in turn, allows more time to conduct customer location exercises and follow-up on previous conversations.

“PureConnect workforce planning functionality identified over 70 positions that were either underperforming or that were duplicated positions, enabling the organisation to reduce the number of staff required,” says Rivas. “For remaining agents, outbound call numbers have increased, on average, by more than 9,300 each month.” He adds there has also been a noticeable improvement in employee engagement. The improved capacity to search for information within the call data among the company’s more than 270,000 accounts is helping staff in the

technology division to learn new analytics skills, provide for faster closure of debtors and better feedback and reporting.

“In the future, working with QPC, we plan to increase the number of available dialer seats six-fold from where we started,” says Rivas. “This will further reduce idle time as well as providing better access to tools such as voice analytics and survey support.”

“Overall, PureConnect technology will continue to support us to improve efficiency through better resource planning, targeted staff training, tailored debt treatment analytics, and further automation.”

RESULTS

- Improved overall efficiency and enhanced operational effectiveness
- Increased average volume of outbound calls 42% in four months
- Improved employee engagement
- Facilitated search functionality within the call data

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