



Aspect Software and Corsidian along with Conexia achieve a sustained record number of stations growth from 9 to 200 within a 3-years term.

The Company

Conexia was created as a Financiera Independencia's call center exclusively dedicated to handle collections as well as credit corroboration activities. By the end of 1999, a project was developed to centralize collections and corroboration system on Financiera Independencia's telephone structure at a national level in order to achieve higher profitability.

On year 2000, it was decided that **Conexia** was not going to be only a corroboration and collections center, the company had to provide services to other companies including new products integration. On the same year project was started with 9 workstations with excellent results regarding call duration control. Despite a difficult start, **Aspect Software's** new technology and **Corsidian's** consulting resulted in high productivity and excellent quality.

The Challenge

As time went by, **Conexia** had to confront different challenges and has solved them quite successfully:

- Assigned portfolio grew from 28 thousand to 180 thousand to be recovered biweekly accounts.
- Telephone corroboration which means that upon concluding a call, a system credit opinion or response has to be provided. In this area, error margin has been kept extremely low, 0.16% for more than 180 thousand calls as monthly generated for that activity.
- Increasing customer assistance service levels since before contact center implementation, recovered was an average of 74% of telephone stage assigned accounts and upon contact center commissioning, achieved was an impressive growth of 10 percentage points. This result could have not being possible without **Aspect Conversations Predictive Dialer's** technology as well as the set of collection strategies as jointly implemented with **Corsidian**.

The Solution

The 1999 expansion project to centralize Financiera Independencia's national level collection system required a technology providing the benefits of a stable and mature predictive dialer; it was here where **Conexia** acquired **Aspect**

Conversations Predictive Dialer. This solution introduced a definitive change within the company since as early year 2000 and along with Financiera Independencia, the company already accounted for 60 telephone agents in 28 branch offices and with this acquisition required were only 23 telephone agents with reduced workloads and better results, both financially as well as in quality and productivity.

The Result

Results have been achieved at 2 levels, the first one is operation control where calls duration were reduced; currently in connection to calls resolution there is an average time of 1 minute and 24 seconds, same which is very low for collection calls. Additionally to this, abandon percentage is found at 1%, situation which is far better than the worldwide standard abandon rate as related to this kind of contact centers. The second one relates to in-call agent occupancy which can sometimes reach 82%. During one hour, approximately 48 calls are made by a single agent. The wrap-up times have been dramatically reduced and currently are in the range of 8 to 10 seconds, situation directly resulting in higher agents' productivity.

It is forecasted that by the end of 2005, they will be operating with 200 workstations.

Conexia's relationship with **Aspect Software** is solid. On the other hand, **Conexia's** relationship with **Corsidian** has consolidated as evidenced by the fact that they have received full project related support in connection to technical and conceptual solutions and based on that **Conexia** has acquired higher applications development experience as applied to its platform and therefore has become self-sufficient in developments generation, as stated by Luis Miguel Fernández, Conexia's General Manager "This solution is very friendly and has allowed us being more independent".

Conexia has acquired a **Digital Communications Processor (DCP)** resulting in shorter times between calls, raging between 10 to 12 seconds. In that time, an answer has already been provided and the other benefit is that costs have been reduced from previous hardware to new equipment, in addition that new hardware has more capabilities and allows more flexibility upon



growth, and therefore current and future growth are much less costly and much more profitable for **Conexia**.

Conexia's Technical Specifications

135 Workstations

135 Acquired licenses

Three 5-hour work shifts

From 7 am to 12 am with 306 agents plus 28 individuals in operations area

Ericsson 110 PBX

8 E'1s

Contact Center located in León, Guanajuato

About Corsidian

Corsidian is a leader integrator in Latin America focused in contact centers' technologies, provides contact centers' consulting services in management and optimizing as well as technical support for multiple platforms as related to aforementioned centers different areas. Corsidian currently has customers in the United States, Mexico, Guatemala, El Salvador, Costa Rica, Honduras, Nicaragua, Panama, Dominican Republic, Puerto Rico, Brazil, Colombia, Argentina and Chile, supported by 5 offices located in Mexico City, San Juan Puerto Rico, Sao Paulo, Buenos Aires and Monterrey. Corsidian has been acknowledged with Technical Excellence Award 2004 by Concerto Software. One of Corsidian's highest values is that excellent references may be obtained from 100% of its customers. For more information, visit:

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About Aspect Software

Aspect Software, the founder of the contact center industry, is the largest company 100 percent focused on providing proven, innovative products and services that enable key business processes including customer service, collections, and sales and telemarketing for in-house and outsourced contact centers. Each day, companies around the globe conduct more than 125 million customer interactions using Aspect's flexible, reliable solutions for automatic call distribution (ACD), predictive dialing, workforce management, analytics, IVR and multi-channel contact. Headquartered in Westford, Mass., Aspect has operations across the Americas, Europe, Africa, the Middle East, Latin America and Asia Pacific. For more information, visit www.aspect.com. Or contact us at INFO-IBLA@aspect.com

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Luis Miguel Fernández

Conexia's General Manager

Corsidian
Many Languages. One Voice.

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Contact Center Solutions

