

## CASE STUDY



## CIM TELEPHONY :: Concerto's CONVERSATIONS

# Increase Productivity & Reduce Costs with the Concerto Predictive Dialer – Conversations.

### AT A GLANCE:

- **Background:** A leading collection agency.
- **Challenge:** Increase call center productivity, while controlling costs.
- **Solution:** Migrate to Concerto's Conversations telephony platform.
- **Results:** Flexible 'Floating Agents' handling inbound and outbound calls.

*“By the start of 2000, DLC was entering a new phase of growth and realized it would need to expand its outbound calling capabilities to meet its expected growth, and do all it could to increase productivity and retain costs.”*  
*Steve Grima, Head of Operations, Direct Legal & Collections*

### BACKGROUND

Direct Legal & Collections (DLC) is one of the UK's leading collection agencies. DLC offers a comprehensive range of debt-collection services to customers from a variety of sectors, including banking, retail operations, credit card, air time providers, cable television, utilities, travel and insurance. Founded in 1992, it's commitments to innovation and delivering a highly competitive range of services have been the hallmarks of its success.

An integral part of DLC's success is its headquarters and multi-function call center in Brackley, Northamptonshire. The center employs more than 140 agents and handles nearly 3,500 calls per day, both inbound and outbound. Since 1996, the company has been successfully using Concerto's predictive dialer to manage calls in its center. The product is also widely used in call center applications across the world. By combining new technology with proven applications, Concerto Conversations™ has helped redefine the way companies interact and do business with their customers.

In the case of DLC, Concerto Conversations has played an important part in helping the company gain a competitive edge over its rivals. The Concerto predictive dialer enables agents to handle up to 25 calls per hour. Predictive dialing enables calls to be precisely scheduled and dialed automatically, avoiding non-productive times and ensuring unsuccessful calls are placed back on the calling list.

### CHALLENGE

The word about DLC's high achievement levels spread fast and the company enjoyed a sustained period of growth. Inevitably, this meant that the company had to expand its operations and, in particular, the call center. "We are now heavily involved with a number of leading blue-chip clients and all of them require extensive telephony activity. We needed to expand the call center that we had in place and, at the same time, build in more flexibility," says Steve Grima, DLC's head of operations.

DLC's continued expansion meant that small improvements could make a big difference to productivity. With 85 agents employed, most of them full-time, and call volumes increasing, making each agent more efficient would have a considerable effect on productivity and give DLC more control over costs.

## SOLUTION

To ease growing pains while improving productivity, DLC decided to implement Magellan, an add-on tool to Conversations that can integrate multiple hosts and database information into a single view. They also ordered a system upgrade to expand their outbound calling capacity, enable the customization of agent screens and integrate Conversations with their Ericsson ACD system.

DLC needed to expand the number of predictive dialing seats that the system could support to nearly 30. The enhanced predictive dialing solution easily handled this need. Magellan also allowed DLC to design screens for individual campaigns and help increase productivity even more.

## RESULTS

DLC has now populated its workstations with predictive dialing capabilities and, more importantly, the ability to switch agents between inbound and outbound calls. This is a great advantage, as the company needs to use its resources as efficiently as possible at all times and especially during peak hours of the day. "Agents can be sitting at their workstations on an outbound calling campaign, but as soon as inbound calls hit a particular threshold, the dialer intelligently switches an agent from making a call to taking a call. This gives us more control over how much time is spent on each campaign at different times of the day. Depending on call levels, it helps maintain our productivity," Grima added.

This maximizes productivity levels, as agents no longer need to switch over manually or physically move from one workstation to another. Another advantage is that a set of rules can be applied to resource planning, rather than decisions being made on the fly by team managers. The new implementation also enables DLC to prioritize campaigns and increase the average number of outbound and inbound calls the company can manage. "It will enable us to contact a greater number of people more efficiently, and hopefully that will mean we're able to recover debts more quickly as well," said Grima. Conversations solution provide DLC with a platform for growth. As Grima noted, "This is a highly competitive market. It is essential that you have a firm base on which you can build even better service levels and help grow the business."

"But perhaps the greatest advantage was the ability of the software to provide 'floating agents', as this would extend the capability to run Conversations at many more workstations and allow DLC to bring agents on line very quickly at peaks times."

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**Location**  
Dallas - USA  
Caribbean  
Mexico  
Brasil

**Telephone**  
+1 972 418 1096  
+787 402 6635  
+52 55 5265 9917  
+55 11 5502 3231