

Computer Sciences Corporation

Aspect Software™ Enables Computer Sciences Corporation to Transform its Contact Center for Competitive Advantage

"...customers all over the world will benefit from the company's leadership and vision in this area," stated Perry. "I would recommend Aspect Software products to any company interested in providing industry-leading customer interaction management."

Ron Perry

Director of Call Center Strategies, Banking BPO Center, CSC's Financial Services Group

The Company

A leader in financial services business process outsourcing (BPO), CSC combines deep industry experience with a proven, global infrastructure to deliver best-practice operations support for more than 200 banking, life, annuity, pensions, and property and casualty (general) insurance clients. CSC offers industry-leading vertical BPO solutions like policy and contract administration for insurers and reinsurers, and loan servicing and insurance tracking for banks worldwide.

The Business Challenges

- Keep pace with evolving multi-customer requirements to maintain a competitive edge
- Enhance level of productivity and flexibility to achieve customer care excellence through Six Sigma improvements
- Continue to deliver on CSC's outsourcing value proposition: speed-to-market, access to proven and shared infrastructure and capital management

The Solution

Aspect EnsemblePro™, a unified contact center solution from Aspect Software, delivering advanced multi-channel contact capabilities, provided the best total value over other solutions evaluated. Aspect EnsemblePro enables CSC to differentiate itself from competitors and meet multi-client, multi-product "private label" customer service needs for inbound call handling, interactive voice response (IVR), predictive outbound dialing, unified reporting, skills-based routing and agent scripting, among many other capabilities.

The Results

- Improved agent productivity 32 percent
- Increased inbound IVR call handling by 20 percent
- Reduced the load on agents enabling expanded service offerings
- Decreased agent training time from one month to one week
- Met Six Sigma quality goals through contact center operational improvements and best practices implementation
- Increased speed-to-market with new contact center technology



Clients Come First

CSC's Banking BPO clients expect to focus on their core competencies to grow revenues, while CSC provides IT and business services for the banks to bring new offerings to market quickly and reliably without having to make the corresponding capital infrastructure investments. In addition, because CSC serves a variety of "private label" clients with an assortment of products, CSC must handle each client's customer calls differently.

The client is also at the core of CSC's Six Sigma initiative, a program for measuring and improving quality that strives for near perfection through a disciplined, data-driven approach and methodology. For the Banking BPO, the contact center contributes a significant share of the operational data that must be aggregated and analyzed for Six Sigma.

With enhanced abilities to define, measure, analyze, improve and control its customer service processes, CSC believed it would be able to enhance satisfaction for its clients while driving operational efficiencies for CSC.

Lastly and very fundamentally, CSC's Banking BPO needed to replace outdated technology in its contact center. Its interactive voice response (IVR) system was old and every time the company needed to change it for clients, the staff needed vendor assistance to do so. This cumbersome process limited CSC's flexibility and agility, making it difficult to react to its clients' changing requirements.

Considering the Bigger Picture

Executives from CSC's Banking BPO Center extensively evaluated three IVR "point" solutions. They had made an internal decision on an IVR solution before they contacted Aspect Software about the vendor's outbound dialing solution.

During the sales process, Aspect Software discovered CSC's needs and vision for the future: to offer advanced technologies to clients at extremely competitive rates. Aspect Software knew that this meant more than an IVR or outbound dialing system, so the company discussed the benefits of the Aspect EnsemblePro unified contact center solution.

As CSC saw the potential value of a unified platform, it reevaluated its direction. CSC quickly understood that Aspect EnsemblePro would help maximize efficiency, reduce complexity and provide premium customer service, now and into the future, and selected Aspect EnsemblePro.

Unified products, like Aspect EnsemblePro, address the need for reduced complexity because they are architected and built from the ground up to include multiple applications and provides unified reporting and administration, providing the best total value over other solutions evaluated,

"We wanted to keep costs and complexity to a minimum and after weighing our options, we chose Aspect EnsemblePro to upgrade our existing IVR and to expand our contact center technology," said Ron Perry, director of call center strategies. "We were drawn to Aspect Software's innovation, capabilities and the company's more than 20-year focus on the contact center."

However, this change in strategy presented one more challenge: CSC now needed to implement the solution within 60 days to support a move of its contact center facility.

Meeting Client Needs

After successfully implementing Aspect EnsemblePro within the designated timeframe, CSC immediately began to get benefits it could pass on to its clients, including more robust functionality and increased speed to market.

Aspect EnsemblePro helped CSC meet its multi-client, private label requirements by allowing the company to transmit unique caller identification information for each bank. In addition, with the non-technical “drag and drop” IVR script development, easy-to-configure ACD, and graphical Web-browser agent-scripting environment, CSC was able to start serving its clients with enhanced capabilities quickly. With the new desktop and scripting capabilities, CSC can quickly train and script its agents so their dialogue is controlled and they have the customer details they need to conduct productive calls. This, coupled with the improved agent monitoring tools now available, such as call recording, enables CSC to get a new agent up and running in one week - a process that used to take one month.

Aspect Software was attentive during the sales and implementation process, providing hands-on guidance for using the product and employing best practices. “Aspect Software was the only company to show us how easy it would be to develop or change IVR scripts,” said Perry. “This value-added attention went a long way for us, and best of all, we don’t need to be technical experts to be self-sufficient.”

In addition, Aspect EnsemblePro empowered CSC to implement reporting procedures that would expedite the company’s Six Sigma implementation. With access to data such as, who is calling, how frequently they call and the nature of the call, CSC can ensure agents are handling calls appropriately and watch for trends and ways to improve customer service.

For example, with IVR surveys, CSC is able to know if its clients’ customers are satisfied with the way the IVR is handling their calls and which features and functions should be added to help them. All of these Aspect EnsemblePro capabilities help CSC understand, analyze, evaluate and improve its contact center quality and processes from a Six Sigma standpoint.

Finally, the Banking BPO Center recognized immediate call center efficiencies. Inbound IVR call handling increased by 20 percent. This meant that more of its clients’ customers received help through the IVR, leaving the agents to handle more complex customer issues. In addition, CSC has been able to expand some of its operations through the IVR and offer enhanced services, such as 24x7 bill payment in its loan servicing operations. With this improvement, its clients’ customers can now pay their bills anytime, day or night.

Additionally, by using desktop automation and skills-based routing, agent productivity increased by 32 percent. Now, customer calls are matched to the proper agent based on skill-set, and with “screenpops,” the agent has all the information needed to ask or answer the caller’s questions.

“Aspect EnsemblePro has changed the way we view our call centers,” commented Perry. “With a fully functional, easy-to-use IVR and other new features, including our well-trained agents, we have been able to implement the best practices that help us get Six Sigma improvements and leverage our call center as a competitive advantage.”

What the Future Holds

CSC’s Banking BPO Center plans to add new Aspect Software capabilities, such as, e-mail, Web chat and workforce management, to its centers as client requirements dictate. As this takes place, CSC usage of Aspect EnsemblePro continues to expand around the globe. CSC is currently installing Aspect EnsemblePro in South Africa. CSC’s operation in India and its Life Insurance and Annuity BPO centers are also currently evaluating the solution.

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 and Asia Pacific. For more information, visit www.aspect.com.

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