

Bilbao Telemark

SEGUROS BILBAO

Grupo CATALANA OCCIDENTE

Seguros Bilbao is a multi-segmented insurance corporation boasting a solid and successful history in the Spanish market. Founded in 1918 and with headquarters in Getxo (Vizcaya, Euskadi), Spain, the company employs more than 600 people and provides insurance services for families, professionals and small- and medium-sized businesses. The company forms part of the Catalan Occidente group and within in the national sector currently ranks tenth in total revenues with over 1,500 million euros.

Bilbao Telemark was created in 2002 and operates outbound selling programs directed towards Seguros Bilbao clients, complimenting the company's already existing sales network. The contact center operation, which began with six operators, has consistently grown and today employs 33 operators.



Confronting Growing Pains

In 2005, based on the Bilbao Telemark's successful four-year history of operational activity, the company was tasked with an aggressive expansion plan. However, leadership knew that in order to successfully grow, a technology upgrade would be necessary—one in which all organizational needs would be met, including:

- Modular and scalable applications
- Full corporate integration of flexible and powerful script-developing tools
- Real-time access to business and operational information
- Ability to decentralize operations
- Seamless integration with and VoIP migration of existing infrastructures (MD 100)
- Phased implementation and quick operational startup
- Economically competitive

Customizing the Solution

The solution was found in Altitude vBox, a complete and scalable contact center solution that includes IP telephony and is based on Altitude uCI software and real-time IP communications. Altitude vBox provides contact centers with cutting-edge multimedia

Bilbao Telemark is an operational line that compliments Seguros Bilbao insurance agent efforts and focuses on existing clients that don't are not already handled by an agent. The implementation of the vBox provides us with a more advanced dialing system and allows us to gather increased clients data information in real-time,

Iñigo Garay
Managing Director, Bilbao Telemark

Bilbao Telemark

- Created in 2002 to compliment Seguros Bilbao's already existing sales network
- Founded in 1918 and headquartered in Getxo (Vizcaya, Euskadi) with more than 600 employees
- Operations began with six operators and today consist of 33 with predicted future growth
- Bilbao Telemark places over 100,000 calls a month

Organizational Benefits

- User-friendly agent system**
Agents need not be certified in any specific area to be able to adapt and use Altitude Software
- Fast implementation**
The solution was implemented in less than two and a half months
- Rapid expansion**
Growth and expansion of Bilbao Telemark was successfully achieved by successfully implementing and operating Altitude vBox in record time
- Greater efficiency of call management**
The new and more advanced dialing system allows for simultaneous campaign development with distinct scripts

applications rapidly and affordably and is connectable to already existent infrastructures. The software can coexist with corporate IP telephony, reducing communication costs with voice transfers over data networks, rather than RTC or dedicated lines.

According to **Iñigo Garay, general manager of Bilbao Telemark**, "The selection of Altitude Software was based on the user-friendliness of Altitude vBox and because the product allowed us to experiment with VoIP for the first time at an incredibly economical cost. Not only did Altitude Software come with very positive references, but the company made good on those recommendations, providing excellent customer service from the beginning. Bilbao Telemark was invited to view another client installation already in progress and providing good results. All of this made for the most competitive proposal that could respond to our current and future needs."

Meeting and Exceeding Expectations

The system was installed in March 2006 and within two and a half months, the Altitude vBox IP solution was already executing the first campaign with 20 operators. Immediately, Telemark Bilbao began to see results, including greater efficiency and time management of calls, more detailed information with easier access, and above all, the ability and power to make subsequent developments and adjustments to the application depending on the ever changing organizational needs.

Additionally, Altitude vBox provided further benefits, including the possibility to integrate multiple channels of communications, such as voice interactions with e-mail and other communication vehicles. Bilbao Telemark also had the ability to simultaneously create campaign and distinct conversational flows depending on varying factors and objectives. And more specifically, the advanced dialing system included in the Altitude solution permitted Bilbao Telemark to do away with the previous manual and inefficient dialing process, growing call capacity to 5,000 daily.

Raquel Serradilla, general manager of Altitude Software in Spain, says, "One of the main advantages of the Altitude Software solution that allows the product to help Bilbao Telemark and other clients meet their goals, is the ability to increase agent productivity and deliver the flexibility, speed and security needed to actively compete in an agile industry."



Altitude Solution Advantages

- **Simultaneous campaigns**
The advanced system allows Bilbao Telemark to maximize human resources
- **Advanced dialing**
Significant improvement in rate of calls per hour
- **Intelligent interactions**
Agents have access to relevant information in order to effectively manage interactions
- **Seamless integration**
Full integrated tools to develop services and campaigns that can work with already existing applications

Solution Details

- Altitude uCI 7.1 Assisted Server Platform
- IP Contact Center Solution based in Altitude vBox
- Altitude Voice Inbound
- Altitude Voice Outbound progressive
- Altitude uAgent Windows
- Altitude uSupervisor
- Altitude Script Developer
- Centralita Ericsson MD110

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