

# Conexia

## Aspect Software improves agent productivity and efficiency for Conexia

"This solution is very friendly and has allowed us to be independent."

**Luis Miguel Fernandez**  
General Director  
Conexia

### The Company

Conexia specializes in providing services to Financiera Independencia, a nationwide society in Mexico offering credit and financial services to the economically disadvantaged. Conexia was created as a call center dedicated exclusively to dealing with the collection services.

### The Business Challenge

- Improve agent productivity and efficiency
- Manage extreme portfolio growth, expanding from 28,000 to 180,000 accounts
- Obtain an accurate reporting system for call handling and credit information
- Operational flexibility requirements to address an expanding contact center environment

### The Solution

The industry-leading Aspect® Conversations™ Predictive Dialer, from the Signature Product line, provides advanced features and sophisticated outbound call management capabilities to improve agent productivity, provide cost-saving opportunities, and allow flexibility in managing operational costs.

### The Results

- Immediate positive impact in account management, improving account recovery by 10 percent instantly after installation.
- Reduced call times and lowered caller abandon rates to only 1 percent.
- Improved agent efficiency and lowered operational costs by decreasing staff by 60 percent.
- Increased capabilities to scale easily and seamlessly.



Financial services institutions have often relied on high information security and easily integrated applications to ensure the success of their contact centers. Aspect Software provides all of these features through its sophisticated product lines and also offers advanced call handling capabilities for financial companies to improve overall customer service and agent productivity. Conexia is one such company that required these advanced features to manage an extreme growth in client accounts.

Conexia was created as a call center dedicated exclusively to dealing with collection and credit verification for Financiera Independencia, a nationwide society in Mexico offering credit services to the financially disadvantaged. At the end of 1999, in an effort to increase profitability for the organization, a project was developed at the national level to centralize the collection and verification system through Financiera Independencia.

By 2000, it was decided that Conexia would expand, not only as a contact center exclusively focused on verification and collections, but as an organization that could offer its services to other companies.

### **The Challenge**

Conexia has faced many challenges since its expansion, including managing the extreme growth it has seen in accounts handled. The growth of their assigned portfolio to be recovered on a biweekly basis increased from 28,000 to 180,000 accounts. In order to maintain its high standards for success, as well as manage its customer growth, Conexia required a mature and accurate reporting system to manage all the client information.

The company also needed to increase the levels of collection. Before the expansion of the contact center, an average of 74 percent of the accounts assigned to the contact center were recovered, and Conexia searched for a product to increase the account recovery rates.

### **Implementing Aspect® Conversations™ Predictive Dialer**

In 1999, in order to carry out the expansion project to centralize the collection system of Financiera Independencia nationally, it was necessary to obtain a contact center application that offered the benefits of a dependable predictive dialer. At this point, Conexia implemented Aspect Conversations Predictive Dialer.

The installation was a landmark change in the company, resulting in higher agent efficiency, as well as the ability to reduce the number of agent staff needed to handle the collections process. At the beginning of 2000, Conexia had 60 telephone agents in 28 branches. Following the implementation of Aspect Conversations Predictive Dialer and the resulting efficiencies it created, they needed only 23 agents to handle the collections.

### **Increasing Efficiency and Lowering Costs**

Conexia enjoyed several positive results from the Aspect Software installation. The contact center was able to improve efficiency and greatly reduce call times. Currently, call resolution averages 1 minute and 24 seconds, which is very low for collection calls. The wrap-up times were dramatically reduced by 8 to 10 seconds, which directly impacts the productivity per agent in a high-volume call environment.

Furthermore, the caller abandon percentage was reduced to only 1 percent, very low compared to the abandon rates for collections contact centers around the world. This low abandon rate can be attributed to the advanced and highly accurate call classification system in the Aspect Conversations Predictive Dialer, which delivers the lowest abandon rates in the industry.

Conexia utilized the Digital Communications Processor (DCP), a telecommunication digital switching system that provides the telephony interface for many of the Aspect Software applications, offered through the Aspect® Conversations™ Predictive Dialer, which has resulted in shorter times between calls. With only 10 to 12 seconds separating each call, each agent's time is maximized for increased efficiency and productivity.

Aspect Conversations Predictive Dialer also has more capacity, allowing greater flexibility for gradual growth, thus, the Conexia expansion and any future contact center growth will be less costly and much more profitable for the company. By the end of 2005, Conexia greatly increased its contact center workstations by easily scaling from nine to 200.

The Aspect Software installation proved to be very reliable, as Aspect Conversations Predictive Dialer met all of the company requirements while maintaining high customer satisfaction during an extensive growth in account management. Through Aspect Conversations Predictive Dialer, Conexia obtained an advanced outbound dialing solution that offers high contact center flexibility. As Luis Miguel Fernandez, Conexia's General Director, says, "This solution is very friendly and has allowed us to be independent."

#### About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit [www.aspect.com](http://www.aspect.com).

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