

CASE STUDY:

eTelecare Global Solutions



CUSTOMER PROFILE: Contact center outsourcer

INDUSTRY: Outsourcing

LOCATION: Corporate HQ in Arizona, with 11 centers throughout the US and Philippines

BUSINESS NEED:

Smooth migration to VoIP recording of customer interactions
Enable QM throughout a widely distributed environment
Improve agents' skill sets

SOLUTION: NICE's VoIP recording solutions

RESULTS:

Reliable, mission-critical VoIP environment
Decentralized QM across US and Philippine sites
Improved customer satisfaction

On NICE's solutions for VoIP recording:

"NICE was the only provider that could provide a solution that fit our VoIP needs, and was also the best fit for us based on cost/functionality."



*Rick Pusag, Vice President, Information Technologies,
eTelecare*

ABOUT eTelecare

Founded in 1999, eTelecare is a leading contact center outsourcer that provides a broad variety of customer services, including inbound sales, outbound sales and technical support for market leaders in consumer technology, financial services, telecommunications, business services, travel and other industries.

eTelecare has 11 global centers and employs over 7,000 personnel, providing services onshore in the U.S. and offshore in the Philippines. The company's vision of providing World Class Worldwide service has been recognized by clients and the industry, having won 38 major industry awards in the past 6 years and having been recognized by Inc Magazine in 2005 as the 50th fastest growing public companies in the U.S. eTelecare's customer list includes Dell and American Express.

THE CHALLENGE

"Initially we had a switch to switch technology, one switch in the US and another switch in our local call centers in the Philippines. This can be a pretty expensive proposition."

eTelecare had decided that it was time to move to VoIP recording of customer interactions that come into their contact centers. The previous system could not support this new environment, so they began the search for a solution that would fit their VoIP needs.

Among these needs was reliability for their mission critical environment. Some of eTelecare's clients require a particular number of recordings per agent per week. If they don't meet this requirement, they are out of compliance. Other clients require 100% recording for various reasons, including sales certification. Financial services clients also require 100% recording, for whom it is mandated by law.

Furthermore, eTelecare was looking for a solution that could also answer their need to improve customer satisfaction by improving agent skills.

CASE STUDY:



THE SOLUTION

eTelecare selected NICE's solution for VoIP recording of customer interactions. The solution is implemented in 2000 seats, across three Philippine locations, at a much lower cost of ownership and administration.

Another benefit for eTelecare is easy management of its highly distributed environment, by enabling the distribution of information. QA supervisors can now manage their own recordings, without having to go to a different site.

Furthermore, the solution helped eTelecare hone agents' skills, for improved customer satisfaction. This is especially critical for eTelecare as an offshore outsourcer. One of the main challenges is ensuring the credibility of their agents. When large clients from abroad consider offshore outsourcing, cost is not the sole parameter. They are particularly faced with the question of whether or not the caliber of agents will ensure the highest levels of customer satisfaction.

"We can provide our clients this confidence with the help of our NICE solution. With NICE we can gather the data that we need to send to our clients, and which they use to approve whether or not our agents are meeting their standards. We can easily provide our clients with two calls, for example, before and after coaching calls – to demonstrate that customer satisfaction has improved."

The NICE solution enables eTelecare to play back the actual call and have the agent listen to it, as well as correlate calls to captured screen shots. These capabilities have proven to be tremendous coaching tools, and have contributed to improved customer satisfaction.

"We look at the interaction side, how the agent interacted with the customer, for example – courtesy and communication skills, more of the soft-skill side. We also look at the call content side – did the agent say what was needed to be said or not. It is important for us and for our clients to look at whether the agent complied with process and requirements."

Since the NICE solution is web-based, eTelecare enables their clients with cost and time efficient capabilities in monitoring the quality of service their customers are receiving, without actually having to come to the Philippines.

Up next for eTelecare is moving their call centers and the NICE solution implemented at these sites to the Avaya Call Manager API (CMAPI) environment. This move is intended to simplify maintenance of the call center on the IP side, as well as make it possible to eliminate a potential central point of failure.

"The benefits of moving to an Avaya Call Manager API environment with NICE is that this solution was created together by both Avaya and NICE. Integration between the two is tighter; it is a seamless solution for us."

NICE's market leading VoIP recording solutions are an integral part of the company's unified product architecture and suite of solutions. This enables a smooth migration to VoIP that is transparent to the user, providing true investment protection. NICE offers software-only, scalable VoIP solutions that are certified by the world's leading VoIP switch vendors, addressing small-scale to large, multi-site high-end environments.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions, based on advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE is revolutionizing VoIP interactions management with state-of-the-art solutions for IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, helping them improve business and operational performance, address security threats and be proactive. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at www.nice.com.