CONVERGYS CASE STUDY

Global Outsourcing Company uses RiverStar to **Increase Agent Productivity** and **Reduce Costs**
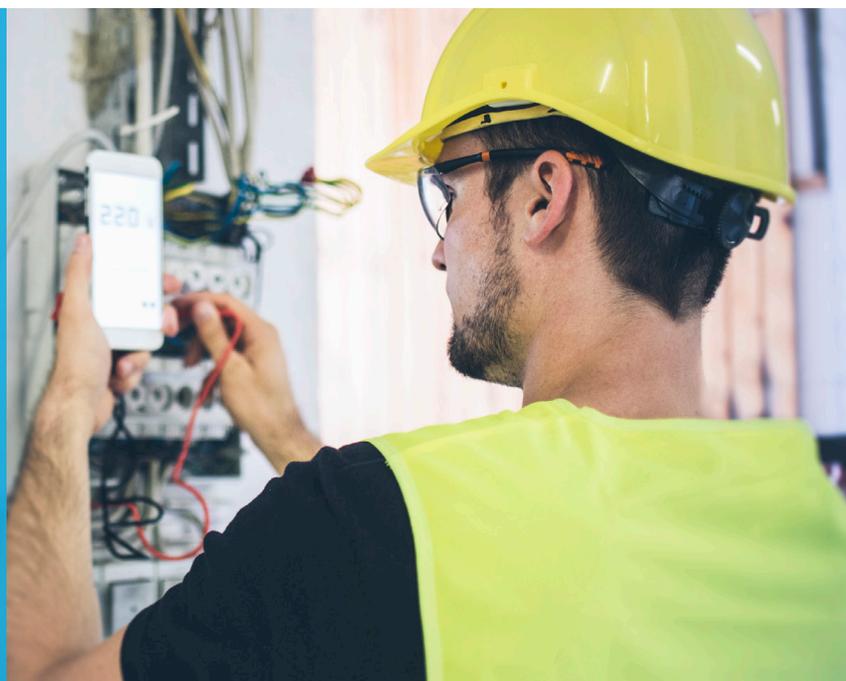
Using RiverStar solutions – including scripts, lead management tools and a cloud-based platform developed by Bolder Thinking – Convergys significantly increased agent productivity and reduced operations costs.

CHALLENGE

A large retail client using Convergys' call center outsourcing services asked Convergys to handle two outbound campaigns. The Convergys' client wanted to educate its business customers about how to more effectively partner with this retail client. The client also needed to follow up with customers who had reported various customer service issues with businesses selling on their website. Agents made sure that customers were satisfied with how their issues had been resolved as well as with the client and the seller's services. Convergys assigned 55 agents to the campaign — some working in Convergys facilities and others working remotely.

Convergys was using an existing legacy platform when it approached RiverStar to provide a cost-effective platform that would enable Convergys to improve agent productivity and be more responsive. Convergys also wanted a platform that could be adapted for future campaigns.

CONVERGYS

ABOUT CONVERGYS

Headquartered in Cincinnati, OH, Convergys provides customer management solutions to its clients all over the world. It has approximately 70,000 employees in 69 facilities, including numerous customer contact centers, in the United States, Canada, Latin America, Europe and Asia.

LEVERAGING THE CLOUD TO REDUCE COSTS

RiverStar saw the solution as having two major components — the telecom platform that would connect agents with customers, and the technology platform that would enable them to do their jobs effectively and efficiently once they were connected to the customer.

For the first part, RiverStar partnered with Bolder Thinking, which provides cloud telephony solutions. Bolder Thinking developed a cloud-based outbound dialer for dialing and voice connections. This eliminated the need for Convergys to purchase and maintain equipment, dramatically decreasing operating expenses. It also saved the time of installing and ramping up a new system and was easily accessible to both in-house and remote agents.

With the telecom platform in place, RiverStar used the RiverStar Studio development toolkit to design and deliver a Unified Agent Desktop. It offered this as a software as a service (SaaS), providing the same benefits as Bolder Thinking's cloud-based technology.

"Our technical solutions to support outbound programs were aging. We looked to RiverStar Studio to provide a solution that addressed current business requirements and found it to be a successful option, which we then put into production."

SRINIVAS POLISETTY
Director, Application Development
Convergys

RiverStar's technology applications consisted of three main components:

List Manager: This enables agents to quickly and easily deliver calls to the agents. The list manager not only provides information about the people to be called, but it uses predetermined time zone rules so that agents are not calling people at inappropriate times. It also makes it easy for agents to track how many times they've attempted each contact and what the result was. If a person requests not to be called again, he or she is automatically added to the Do Not Call List.

Scripts: RiverStar created scripts that walk agents through succinct, direct conversations, ensuring the client's message is properly conveyed. The scripts present customer information to the agents about the caller before dialing, and agents can set an interactive voice response (IVR) to automatically deliver a voicemail message. With this function, agents who receive voicemail rather than a live person can simply press a button to transfer the call to an IVR, which plays a pre-recorded message while the agent moves on to the next call.

Reporting: Using Riverstar Studio, Convergys was able to capture and store customer interaction data, as well as integrate with the cloud-based telephony platform and pull relevant data into a single repository. Using SQL Server Reporting services on this repository, Convergys can report on agent activity and call outcomes beyond just the volume of calls and whether or not the agents spoke with someone. The reports answer questions about how the content was delivered, follow-up questions the person asked, customer satisfaction and what follow-up action, if any, the agent took. This ability to understand and report on what happens is unique to RiverStar's solution.

All of these elements were designed in a way that Convergys can adapt them to future campaigns.

INCREASING AGENT PRODUCTIVITY WITH INTEGRATED SOLUTIONS

RiverStar partnered with Bolder Thinking in September 2010, and by January 2011, Convergys had a new system up and running. With RiverStar's solutions, Convergys has seen a **significant improvement in agent productivity** and **reduction in operating expenses**.

The solutions make reports available immediately, and Convergys can change the scripts very quickly with little IT help.

"We are constantly assessing alternative technologies that would help us increase agent efficiencies, while not increasing our operational expenses. We are very pleased with the efficiency gains we have achieved with the RiverStar technology. In addition, we enjoyed working with the RiverStar team, who worked diligently with us to implement this new solution."

LAWRENCE FLITTON
Senior Manager, Program Management
Convergys

ABOUT RIVERSTAR

RiverStar delivers software and consulting services for companies that rely upon their inbound or outbound contact center as a key part of their business. Our software empowers developers to create workflows that integrate with internal systems and are 100% unique to how their business runs. Our consultants assist with specialized points of integration — and are experts in extending the value of existing systems by creating custom desktop workflows that work with these systems to streamline complex customer-facing processes. RiverStar helps our customers achieve tangible results, such as **increasing agent productivity by 35%, conversion rates by 25%** and **first call resolution rate by 20%** — as well as **reducing call handling time by 10%** and **training time by 50%.** Some of the world's largest organizations across multiple industries have entrusted RiverStar with their complex customer-facing processes.

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