



Colombian Contact Center Drives Dramatic Productivity, Service Gains with HEAT® Service & Support™

Multienlace, based in Medellin, Colombia, provides outsourced contact center, help desk and other telecommunications services to Colombian companies in a wide range of industries, including financial services, technology, healthcare and manufacturing. The largest contact center in Colombia, Multienlace helps about 50 clients develop better and more profitable relationships with their customers in each step of the life cycle, from acquisition to growth to maintenance and retention.

Multienlace's clients entrust the company with one of their most valuable resources – customer relationships – so the company must meet high standards when it comes to customer service. Agents at 2,500 work stations handle client needs. Twenty technicians in Information Services log more than 4,000 calls per month from those internal agents. With expectations dictated by service-level agreements (SLAs) with clients, Multienlace needs to track its SLA performance continuously.

The Right Feature Set – at the Right Price

Up to 2004, Multienlace managed calls using a basic application developed in house. The limited system made it impossible to track SLA resolutions effectively. Driven to gain greater control over its service levels, the company compared several IT service management applications.

HEAT® Service & Support™ from FrontRange Solutions stood out for its rich feature set, available at a price that fit within the company's budget. Plus, with FrontRange Solutions partner ACM Group nearby to provide local support, Multienlace could see the software in action and had confidence in its ability to meet the company's needs.

Prior to implementation, ACM met with Multienlace to discuss the company's processes and how HEAT would fit in. "ACM analyzed our processes and offered

suggestions for ways to improve. They bring a lot of knowledge from having implemented at various customer sites before," said Monica Marin, who was Director of Information Services at Multienlace during initial HEAT installation at the end of 2004. "It was a joint effort to ensure that HEAT met all our needs and improved on our processes."

ACM expedited implementation time considerably by connecting HEAT with the company's Lotus Notes Active Directory, which houses the employee database. Through the LDAP protocol, HEAT taps into the database, allowing Multienlace to use the existing employee information.

Automating Communication, Ticket Generation

With HEAT, Multienlace automates a number of help desk activities, increasing the efficiency of serving customers. With Business Process Automation Module, the company established business rules automating activities such as customer communication. As technicians open or close call tickets, customers receive e-mails detailing the status of issues.

Additionally, with HEAT software's Auto Ticket Generator function, customers can e-mail issues to the help desk. Upon receipt, HEAT automatically creates call tickets and launches confirmation e-mails to customers. In place just a short time, Auto Ticket Generator significantly reduced phone calls as customers increasingly choose to e-mail – freeing technicians to focus more on resolutions than on taking calls.

"Today, our customers have the opportunity to be notified constantly about their incident status via our email notifications. It has been easier to follow up on closed incidents; thus allowing to improve our SLA responses based on incident priority; with the implementation of Auto Ticket Generator, we have been able to alleviate the phone lines by closing more

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incidents,” said Sandra Marcela Restrepo Moreno, current Technology Services Division Manager in Medellin. “Within months, we reduced phone calls coming in by 10 percent because customers use e-mail more.”

Immediate Metrics with HEAT Reporting

Most importantly, with all calls logged in a central system, Multienlace relies heavily on detailed reporting in HEAT to measure customer service. Daily, Information Services looks at calls by priority, while weekly it examines tickets opened and closed. That information serves as essential feedback and supports decisions about agent training.

“With reporting, we can control much more now, especially with SLAs. We know that we’re meeting our SLAs more of the time,” Marin said. “We can keep track and analyze incidents by platform and find strategies to improve or reduce calls by user.”

Multienlace has long provided monthly reports to customers: one shows number of calls per customer and first-call resolution rates, and another highlights agent productivity levels. Before HEAT, it took the company up to a week to prepare reports manually. Now with HEAT, it’s a matter of seconds to run each report. The company simply turns to HEAT Answer Wizard to create reports, export them in HTML and e-mail them to customers.

The rapid delivery has caused customers take notice. “Customers have noticed we’re quicker and more efficient,” Marin said. “They get their reports faster, and reports have richer information than before. If they ask for a historical report or some other information, it’s much quicker for us to respond to them than before.”

Faster Call Resolution, Higher SLA Performance

Newfound speed and efficiency drive

significant customer service improvements at Multienlace. With more information at their fingertips, technicians resolve a higher percentage of issues on the first call. Before, staff resolved issues on the first call about 50-55 percent of the time. Six months after switching to HEAT, the company has boosted resolution to 64 percent. Likewise, the ease of logging calls quickly drove average call duration times down from 6 ½ minutes to five minutes.

These initial gains go a long way toward helping Multienlace meet its goal of reducing the total number of agents needed. With automation, Restrepo fully expects to realize the increased productivity to make that possible.

Performance on SLA resolution, the company’s most critical success factor, is even more impressive. Previously, the company could never effectively measure SLA performance. When it first implemented HEAT, it resolved issues within SLA guidelines about 66 percent of the time. Today, resolution rates have reached 83 percent.

Those numbers mean nothing less than better customer service. That increased satisfaction has shown up on customer surveys with 89 percent satisfaction rates, compared to 80-85 percent before.

After just six months with HEAT, Multienlace anticipates that customer satisfaction and productivity will only continue improving as the company refines its efforts based on reporting and rolls out more HEAT functionality. As the company ramps up its knowledge base with HEAT Plus Knowledge, it should further reduce first-call resolution times and lower the cost of serving customers.

Ultimately, Multienlace aims to achieve ITIL (IT Infrastructure Library) compliance, an international standard and set of best practices for IT Service Management.

AT A GLANCE

Customer:

Multienlace
www.multienlace.com

Industry:

Contact Center and Help Desk Services

Products:

HEAT® Service & Support™

FrontRange Solutions Partner:

ACM Group

Employees: Over 3,250 Contact Center Agents

HEAT users: 20

HEAT Business Benefits:

Customer satisfaction increased from 80-85 percent to 89 percent.

SLA resolution rates jumped from 66 percent to 83 percent.

Multienlace creates monthly reports for clients in seconds, instead of the five to seven days it previously spent every month.

Allowing customers to email issues rather than just call reduced phone calls by 10 percent just one month after launching Auto Ticket Generator.

Six months after switching to HEAT, the company boosted first-call resolution from 50-55 percent to 64

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Again, ACM's partnership will be instrumental in pursuing compliance. "We have taken a huge step by incorporating HEAT as our tool for Incident Management in our organization according to the best practices given by ITIL. HEAT has allowed us to manage the full cycle of an incident and facilitate our task executions within our Service Desk. We hope to continue to work together in improving our service offering by incorporating IT best practices and tools, always looking that our customers and users are satisfied," Restrepo said.



About ACM Group

ACM Group is a technology consulting and development company providing a unique non-formula approach of high value business management and technological expertise that drives innovation and challenge business decisions. Based on our knowledge and experience of worldwide networks of consultants, working collaboratively within a broad range of industries all over the globe, ACM Group focuses on designing business strategies by integrating people, process and technology to deliver competitive advantage. For more information, call (954) 476-6111 or visit www.acmgrp.com.

About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; and IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit www.frontrange.com.

HEAT Benefits Continued ...

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