



CASE STUDY

Américas BPS

 **contact**
a broadvoice company

américas
Business Process Services

The Challenge

Américas BPS wanted to transform the debt collection model for its client, ETB. To do this, it was essential to have a secure, scalable, and resilient platform hosted in the cloud. A cloud-hosted platform was essential since ETB operates in the telecommunication and collections industries. As a BPO with high customer service standards, ETB needed a tool with enhanced service availability and powerful scheduling capacity. The tool also needed to facilitate follow-up in defining customer contact strategies and have the capacity to support numerous transactions and users. Cost efficiency and adaptability to different use cases and industries were also necessary.

The Solution

Américas BPS implemented a scalable, cloud-hosted solution that can adapt to various operations and businesses. Because of the focus on performance and ease of management, specialized consultants were readily available and provided real-time support to make the necessary changes and adaptations. This resulted in increased profitability, efficiency, and effectiveness.

The Results

- Productivity increased by 200%
- Hit rate increased by 15 percentage points
- First call resolution (FCR) increased by 7 percentage points
- Retention rate increased by 4 percentage points
- The number of registrations and overall turnover and competitiveness increased



Américas BPS

“Américas BPS is a BPO focused on the digital transformation of businesses.”

It seeks to offer solutions that improve business results based on the following differentiating characteristics: analytics and data science, intelligent process transformation, customer experience, and customer value model.

It seeks innovative technology with highly trained teams that provide high-quality service.

The solutions offered are the result of experience and the ability to overcome the main challenges facing the contact center and BPO industries.

With over 19 years of experience, Américas BPS is the result of continuous work, a constant capacity for learning and innovation, and a focus on results.

All of this is based on the heart of their operation: human talent.



The Search for the Best Pilot Project

As a BPO, Américas BPS has clients from various industries. As such, it manages various activities, including collections, retention, sales, and customer service, with inbound, outbound, and blended campaigns.

Given the number of campaigns they manage with high security and performance standards, they need a secure solution with high availability to drive revenue. They also need a platform that can manage a high volume of interactions and users.

The search for a solution to meet these needs began as a pilot project. They wanted a solution that could cost-effectively achieve operational objectives and targets and positively impact their investments.

To do this, they needed to guarantee efficiency in all expenses so the profits and margins would lead to successful results with highly functional platforms while also matching the business's cost needs.

During this pilot project, they needed to determine which of the two platforms they were evaluating — one of which was GoContact — provided greater efficiency and effectiveness.

The two pilot platforms had the same conditions:

- The same volume of calls
- The same number of agents
- The same category of customers





Choosing GoContact

From the very first week, the choice was clear.

With the old platform, which they had been using for inbound and outbound campaigns for four years, their hit rate was 32%, their FCR was between 22% and 25%, and they closed an average of 45 deals.

After using the GoContact platform for a week, the effectiveness of making calls nearly doubled, and their hit rate went from 32% to between 45% and 49%.

Their FCR also reached 36%, and conversion rates increased from 45% to 58–59%, significantly improving the client's results. That rate has now reached a peak of 75%.

Because this impact was immediate, the client avoided a lengthy pilot period.

The pilot project initially planned for ten jobs, but with the quick results from GoContact, more jobs became available, ensuring more efficient collections and increased registrations, billing, and competitiveness.

Satisfaction with the Results

“GoContact is a cloud platform, which was one of the most important features we were looking for at the time of the evaluation. They are a very solid partner, and the company behind this solution had good references, so we could have a long-term contract that would allow us to grow together,” said the Technology Manager at Américas BPS.

Other people involved throughout the process highlighted another crucial selling point: the follow-up and support offered by GoContact.

From a user’s perspective, directors, supervisors, and other employees can say a platform is good because they can use it according to their strategy. However, they may not fully know and master all the processes on the platform.

“GoContact offers a different kind of support. Not only in the pre-implementation and implementation phases but also in the phases that follow. The support is constant. This ensures that results are achieved according to the defined strategy, adapting and adjusting the operation immediately and at every moment. We can make any changes on a recurring basis or stabilize any parameter or configuration of the platform that, due to a lack of knowledge, we can’t do.”
- said the Collections Director at Américas BPS.



The ETB Client

Founded in 1885, ETB is a telecommunications company in Bogotá that has contributed to the growth of the city — and the country — for over 130 years. It offers high-quality digital solutions so that people, companies, and cities can get the most out of a complete connection, enabling interactions with the world and moving towards a better future.

ETB began using GoContact in 2021. One of the main goals was to completely transform the collections process since this process has only been conducted through advisors using SMS and email.

When ETB presented the project to Américas BPS, they sought a proposal that wasn't limited to human agents or virtual solutions. They were also looking for digital channels, such as WhatsApp and chatbots.

Américas BPS proposed an offer that covered several communication channels and added WhatsApp and a real-time chatbot to the ones already being used.

ETB manages inbound and outbound calls, and its database includes customers who are between 0 and 150 days late with payment. However, if a customer calls past the 150-day mark, there is no information about their history.



Américas BPS and the GoContact Opportunity

Américas BPS realized there was potential in the ETB records that were not in the database. Over the last four years, ETB had collected 800 million pesos (~\$210.5) a year from customers between 0 and 150 days in arrears. Because of this, they proposed sending an SMS to the contacts not included in ETB's current client list. This would help them assess what might result from these contacts, who had never made any complaints.

After sending the SMS to 100,000 customers, they automatically identified 12,000 customers who had contacted the company. Of the 12,000 identified customers, 51% had reached a payment agreement, and only 10% had filed a complaint. In this way, they discovered great potential in these forgotten contacts.

They also decided to make a plan that included all communication channels for these contacts, which was risky because they didn't know the associated costs. With the increased number of communication channels, they found that from October 2021 to December 2022, they collected 120,000 million pesos (~\$3,157). This group of customers has become a corporate indicator for the company because of its effectiveness and the amount collected.

How did GoContact contribute to these results?

"For this large volume of contacts, we couldn't allocate a large group of agents to carry out this management because it wouldn't be efficient. For this list of clients, we only have 14 advisors. But thanks to GoContact's efficiency and analytical models, we could guarantee the results for the targets we set for this client and segment and allow my team to dedicate itself to closing deals. Meanwhile, we leaders can devote ourselves to devising other strategies to implement in other channels and, consequently, ensure greater efficiency," explained the Collections Manager at Américas BPS. **"It gives me peace of mind to have a structured and productive team so that other channels become efficient."**



The Main Advantages of GoContact

With other platforms, the supervisor must conduct operations to ensure efficient management.

GoContact allows everything to be configured to optimize time and resources, enabling supervisors to focus on the business, conclude negotiations, and closely monitor the client to make the team highly productive.

“For my team, the change was very gratifying because it took the operation away from us and allowed us to focus on guaranteeing the client’s indicator.”

They also pointed out that the platform is intuitive and quick to implement, allowing them to launch two to three campaigns a month and migrate them to GoContact with minimal to no impact.

Integrating with other platforms and equipment was extremely easy on a technical level because GoContact enables clean and uncomplicated integrations by incorporating communication channels, dialing prefixes, etc.

As for implementing the solution on a technical and operational scripting level, they highlighted how easy it was to make modifications in real time, which is an added value for operations.



Customer Testimonial

If I had to describe **GoContact in three words**, I would say it is **user-friendly and adaptable** because it quickly adapts to the strategy and needs of the business.

In addition, I would highlight the **ongoing support provided** by the GoContact professionals, who guarantee constant customer service, generate new versions of the platform, and offer new options that allow for continuous improvement without affecting the operation.



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