

Case Study

Prosegur

**Safety for Customer Assistance,
in Every Channel**





PROSEGUR

Segurança de confiança

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ROSEGUR

Go

Case Study: Prosegur

Challenge

Finding a solution that allows the improvement of the collaborators productivity, increasing the level of customer satisfaction and measuring all interactions between the Prosegur Contact Center and their customers.

Solution

Implementation of GoContact in an omnichannel perspective, with the integration of all channels in a single interface, complemented with integrated statistics and reporting.

Results

Increased productivity and service quality provided at the Contact Center, which allows for a greater speed and efficiency in the response to customer requests.

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Safety for Customer Assistance

Go

Founded in 1976, Prosegur is one of the world leaders in private safety. It began operating in Portugal in 1980 and is currently in 17 countries, with more than 150,000 collaborators and an approximate market value of €3 billion.

Prosegur is a global safety partner acting in the fields of:

- Transport of Goods and Management of Cash and ATMs
- Human Vigilance and Personal Protection
- Technology and Monitoring; CCTV; Access Control; Fleet Location
- Fire Protection Systems
- Service Helpers; Staff for Events
- Consultancy and Safety Projects
- Monitoring and Response to Intrusion and Fire Alarms

The Importance of the Contact Center to Prosegur

For Prosegur, providing safety services implies a trust relation between the company and its customers. For that relation to remain at an untouchable level and in constant growth, it is fundamental that the relationship between the customers and Prosegur be quick, safe, clear and, above all, effective. The Contact Center is utterly and in all its channels the privileged contact point between Prosegur and a significant part of their customers, every day and in various situations.

Before discovering GoContact, Prosegur had an ACD solution in their Contact Center, with some technological limitations, in the voice channel and in the integration with other customer interaction channels. This reality demanded great effort and investment to allow the efficiency gains desired and to offer the service quality levels intended to the customers.

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It thus became necessary to implement a robust, versatile, advanced and omnichannel solution, to allow the improvement of the collaborators productivity, increasing the level of client satisfaction and monitor and measure all interactions between the Prosegur Contact Center and their customers.

Based on the existing needs and challenges to guarantee an excellent assistance experience, Prosegur sought a solution gathering requirements such as:

- Fast implementation,
- User-friendliness,
- Versatility to tune and change with maximum agility,
- Capacity to integrate all channels used by the customers in a single interface,
- Possibility of having permanent presence and follow-up,
- Advantage of having a complete tool at a fair price.

After reviewing the options, the GoContact solution gave the best response to these prerequisites.

“The Prosegur Contact Center has multidisciplinary teams in which polyvalence is a need and part of the company’s daily life..”

Empowering the Contact Center with GoContact

The Prosegur Contact Center has multidisciplinary teams in which polyvalence is a need and part of the company’s daily life. The great aim in implementing GoContact was to potentiate that polyvalence by integrating in a single application the whole diversity of channels and activities developed by the team, from inbound assistance to treatment of e-mails received through tickets, automatic contact with clients through SMS or outbound sales and loyalty campaigns with integrated databases. This integration significantly increased the productivity of the Contact Center and, in parallel with statistics and associated reporting, allowed to make more informed decisions based on data.


Impact for agents

The GoContact solution made the work of agents easier and allowed them to carry out all different processes in a single application with visibility of all tasks that they are assigned. The integration of the different channels allows agents, for example,

to answer a call, then reply to an e-mail and then make an outbound call, without losing time, while the application delivers the most adequate activity. This workflow is automated on the base of the agent’s skills, task priorities and available resources. Hence this whole dynamic means an improvement of performance and quality of the agents’ work.

Impact for supervisors

With GoContact, supervisors have available, in a single application, all tasks to be completed. They can monitor the evolution of these tasks in real time, ensuring a very significant increase in the control of the service levels of the Contact Center. In parallel, the integrated statistics and history reporting of all tasks completed by the agents allow the supervisor to obtain a more effective and actual knowledge of each agent’s performance. This allows supervisors to help the agents on a more solid base, so they can achieve their true potential.



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Impact for the customers

Prosegur's customers, like any modern consumer, like to contact the company through different channels. With the implementation of the GoContact solution, which provides an omnichannel vision of the interactions with customers, Prosegur can be quicker and more accurate in the solution presented to each customer. As such, the client obtains everything that they value: quickness and efficiency in responding to their solicitations.

The Impact of a More Trusting and Safe Future

For the relation of trust between Prosegur and their customers to be constantly consolidated, the Contact Center plays a fundamental role. The GoContact solution empowers not only the productivity of the Contact Center but also the quality of the service provided by Prosegur.

With the distribution of different tasks to be completed by each agent, within an automated workflow and a single application, the agent's productivity was potentiated significantly. The monitoring and reporting features offered the monitoring team a new perspective of the performance of the Contact Center, which allowed them to identify the positive points and those that require small adjustments for continued improvement of the customer experience and the quality of services provided by Prosegur.

Trust and safety are central values in the relation between Prosegur and their customers. By improving the work application at the Contact Center, Prosegur was able to guarantee that the different actors may focus on what really matters, improving the relation with customers and the satisfaction of their requests.

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Client Testimony



“The Prosegur Contact Center has multidisciplinary teams in which polyvalence is a need and part of the company’s daily life. Gathering in a single tool the whole diversity of channels and the whole diversity of activities developed by our team, while increasing the productivity of the team, were the main benefits of the GoContact solution.”

Luís Ramos Martins, Customer Service Centre Coordinator at Prosegur



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