



broadvoice |  contact

 leverage
The Power of Communication

LEVERAGE

CASE STUDY

THE CHALLENGE

To find an **omnichannel platform** where all channels are unified and integrated, **easy and intuitive to use**, and with **strong autonomy** so that operational teams can manage their customers in an agile and flexible way.

Also, to find a tool where it is possible to perform **real-time analytics** and get **complete reports** on the operation to facilitate data-driven decisions.

SOLUTION

The GoContact platform is a cloud-based **omnichannel platform** that brings all channels together in a single tool. What's more, its **ease-of-use** virtually eliminates any dependency on IT teams when it comes to configuration. GoContact's **reporting** is also very complete, both in terms of real-time data and exportable reports that can be fully customized.

RESULTS

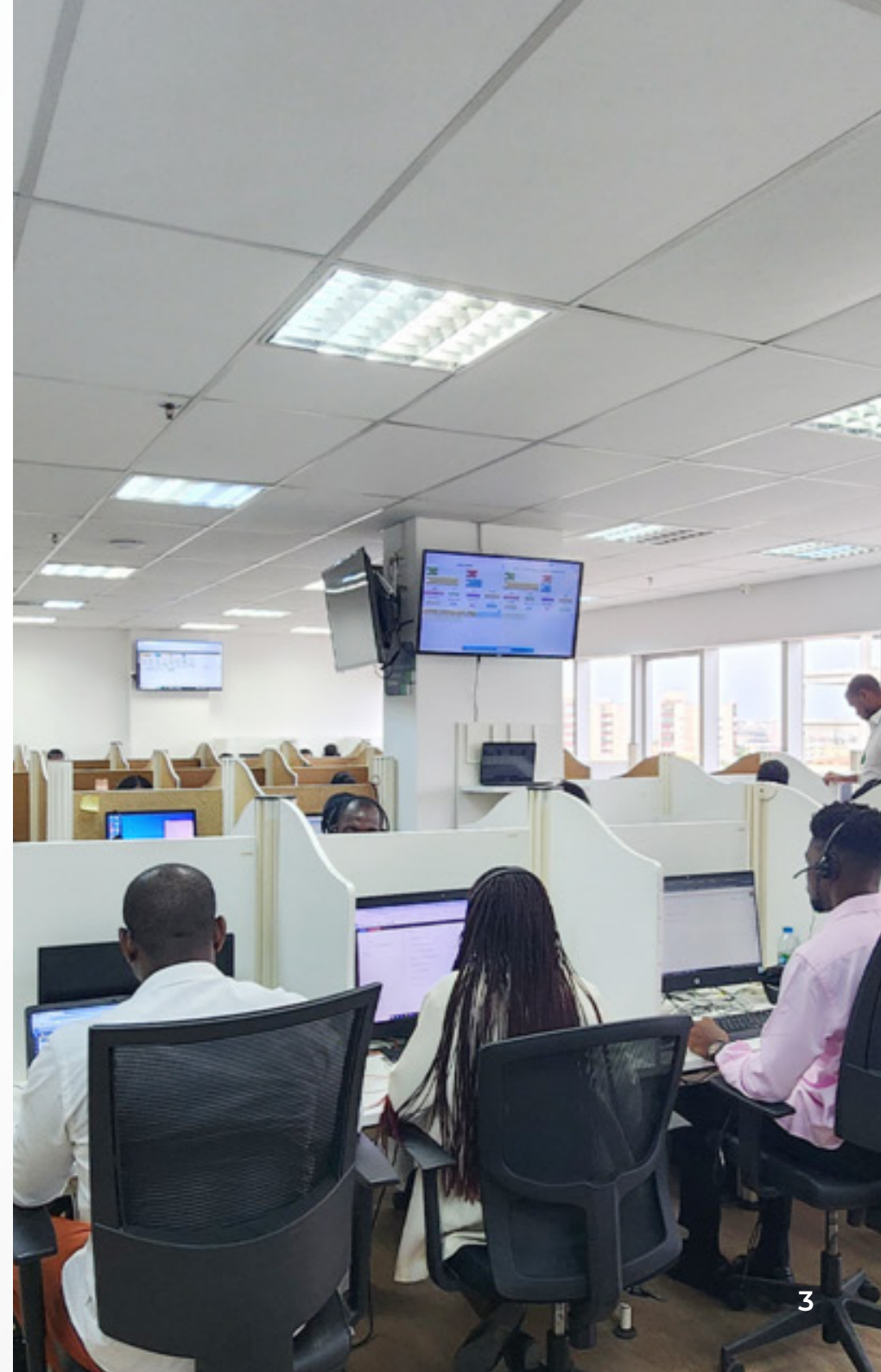
GoContact's solution has brought **versatility** to Leverage's operations, **greater responsiveness** across all channels, **operational autonomy**, and **real-time management optimization** thanks to the quality of information.



LEVERAGE - THE POWER OF EXPERIENCE

Leverage is a BPO with a presence in the portuguese and angolan markets. With a strong expertise in customer experience, **it offers its partners omnichannel contact center solutions** in an ecosystem that combines the high skills of its professionals, who are very focused on quality, with agile and flexible technology, adapted to the needs of users and customers.

The market and Leverage's partners can also count on its **training and consulting solutions**. They design and implement projects tailored to each reality, mostly for organizational transformation, with a strong focus on growth and leveraging the skills of teams to have a greater and better impact on the customer experience.



THE CONTACT CENTER IN THE BPO SECTOR

In a world of many options, Leverage had a very clear vision of the BPO sector: the most important factor in contact center software is undoubtedly **simplicity and autonomy in the development and implementation of the solution.**

For the company, which has many different operations and a variety of customers, it is essential to have autonomy when it comes to implementing projects by its teams in a fast and agile way. This is the competitive advantage that best matches the flexibility required by today's dynamic companies.



THE CHOICE OF GOCONTACT

The factor that had the greatest impact on Leverage's choice of GoContact was the need that the business model and approach required: **a very operational, practical and agile technology**, essential characteristics in the management of their day-to-day operations.

In addition, since the angolan market is one of the main markets in which Leverage operates and where there is a strong adherence to written channels (especially WhatsApp), they felt that GoContact's **integration of all channels** (in this case, the voice and text channels) was an asset.

Finally, the **quality of the data**, both in real time and in a reporting model, was another feature that weighed heavily in choosing the GoContact solution over other platforms. It should also be noted that the platform, hosted in the **AWS cloud**, is also very fast and allows the company to operate securely and serve customers while ensuring scalability and alignment with market trends.



THERE'S NO BETTER RESULT THAN A CHALLENGE OVERCOME

The implementation of the GoContact solution has helped Leverage to overcome several challenges and has also added several positive aspects:

- **Versatility:** The platform has made it possible to manage more effectively different types of operations and customers with specific requirements, adapting quickly to new processes and markets without compromising efficiency and quality of service.
- **Greater responsiveness in the different service channels:** As mentioned above, the ability to combine voice and written channels was a very urgent and necessary need, especially in the angolan market, which has been met.
- **Quality of information:** Thanks to the quality of information provided by the GoContact platform, it was possible to correct operations and see what was working best or what needed to be changed.
- **Real-time management:** Real-time data facilitated the daily management of the platform, increasing the satisfaction of both customers and agents.
- **Operational autonomy to develop and implement projects:** Not being dependent on IT teams made operations much faster and smoother, without spending unnecessary time configuring campaigns or the platform itself.



AFTER ALL, THE CUSTOMER IS WHAT MATTERS MOST

“Our conviction is that we have a **technology that gives us the ability to leverage the experience of our partners' end customers**, while delivering better usability and more simplicity to our employees so that they can focus on exceeding customer expectations.”

Thanks to functionalities that greatly help to humanize each interaction with the customer, Leverage's partners are increasingly trusting, betting on and extending the range of services in the context of customer service. In addition to Leverage's perception, it is important to note that internal data, extracted from the customer survey carried out at the end of each interaction, points to a **satisfaction rate of 98%**.



CUSTOMER TESTIMONIAL

"The implementation of GoContact's omnichannel solution in the Luanda Medical Center's operations represented a significant advancement in the way we manage communications with our customers, and a significant leveraging of the service provided to us by Leverage.

The **integration of the different channels** - phone, email and WhatsApp - has allowed us to offer a more fluid, efficient and personalized experience, ensuring that each interaction is handled more quickly and accurately. In addition to improving the accessibility of our services, this technology has provided valuable insights into our customers' contact patterns and needs, allowing us to continually improve our service.

We have been able to **reduce wait times, increase first contact resolution rates, and significantly improve service satisfaction**. The development and implementation of the omnichannel platform has been fundamental to our customer centricity strategy, ensuring that every LMC customer receives agile, efficient and excellent service."



FILIPA SANTOS

Director of Luanda Medical Center

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