



CASE STUDY

Reditus

Go contact
a broadvoice company

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The Challenge

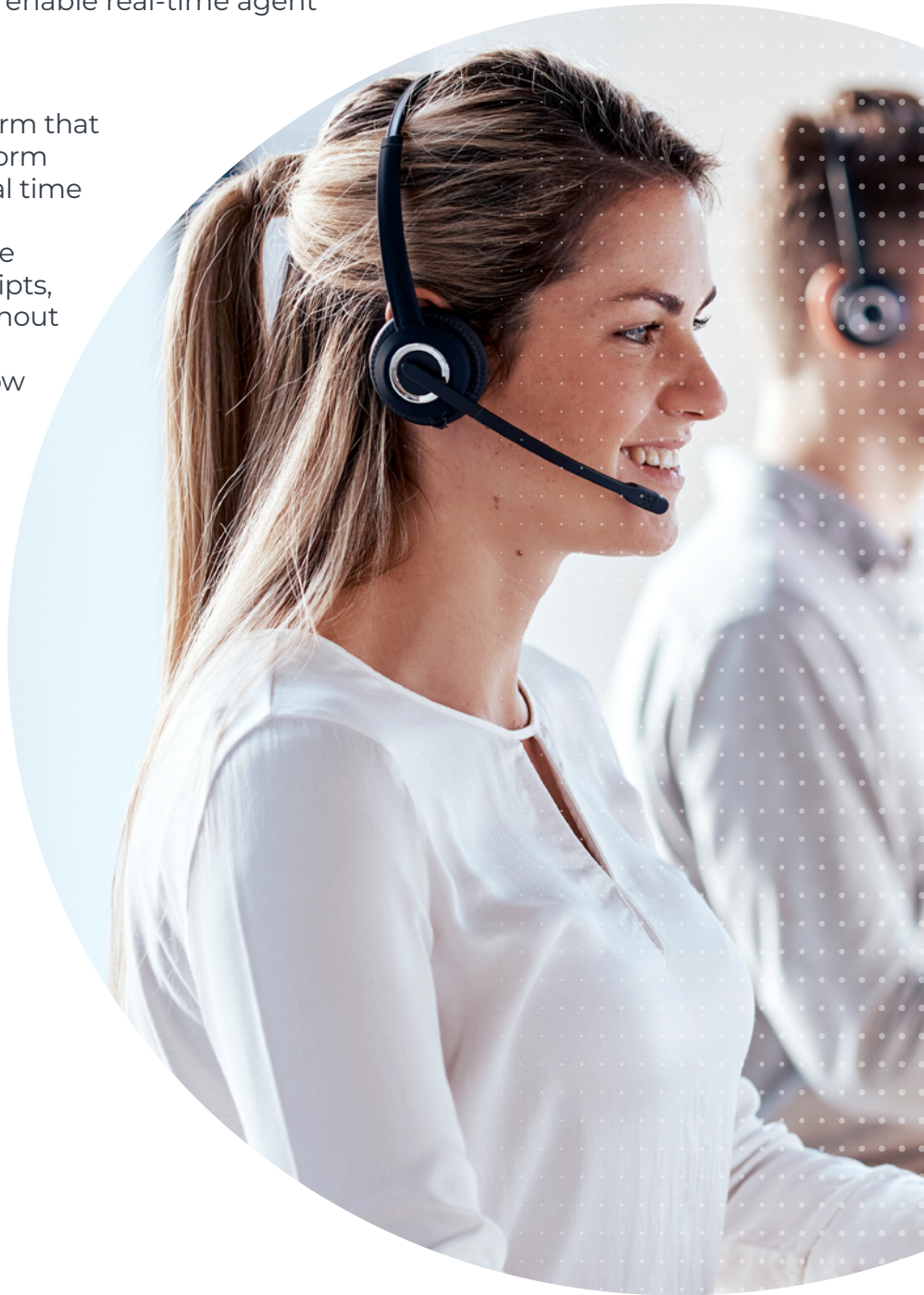
Find an omnichannel platform that makes relevant data and updates accessible to all agents. The platform should allow SLAs to be managed efficiently to guarantee response times and quality of service. It should also enable real-time agent monitoring.

The Solution

GoContact is an omnichannel platform that centralizes information on one platform and enables data to be viewed in real time to improve team management and monitoring. Its user-friendly interface provides the autonomy to create scripts, IVRs, and reports independently without support from technical teams. The platform is also scalable and can grow and respond to changing needs and demands.

The Results

Reditus expanded its range of services, speeding up the preparation time for operations and giving operational teams autonomy in management and parameterization. Reditus also experienced improved agent monitoring and boosted the quality of the service provided to customers.



Reditus: Great Teams, Great Results

Founded in 1966, Reditus is a national benchmark in providing contact center, outsourcing, and IT consulting services.

The characteristics that best define Reditus, its ambition, and what it does for its clients are excellence, innovation, and intelligence.

The company provides a range of integrated services and processes, with solutions developed with clients' businesses in mind. It also integrates with technology to support and develop a digital strategy.

Its offer includes a range of services that provide 360-degree coverage for clients and partners, including:

- A contact center
- Business processing outsourcing
- Staffing
- Managed IT services
- IT infrastructures
- Information security
- App development and integration
- Training



Choosing the GoContact Platform

As a large BPO, one of the most important aspects for Reditus was maintaining efficiency and delivering high-quality services. When they contacted GoContact, they had difficulties managing SLAs since they couldn't monitor them regularly. Guaranteeing response times and quality of service was also difficult. They also had dispersed information, making it hard for agents to access basic information and quickly answer problems. Reditus also lacked the proper tools for monitoring and analyzing agent performance in real time.

For these reasons, GoContact was the platform of choice. As a technology solution partner, they had a platform that could overcome the challenges Reditus was facing. The solution has customizable real-time reporting for data, agents, and operations. The ability to obtain real-time data and reports would improve the management and monitoring of teams in the company.

Another crucial factor in choosing GoContact was the autonomy and ease with which scripts, IVRs, and reports could be created. With GoContact, technical teams don't need to make adjustments or configurations, making operations quicker and more agile.

Reditus is constantly changing and evolving to meet market changes and new business challenges. The GoContact platform adapts and scales at the pace of these changes.



The Positive Impact of Adding GoContact

Centralizing information on a single platform has made it easier to monitor activity, make informed decisions, and respond quickly. For example:

- When there is a problem or disturbance, Reditus can quickly change IVR messages. This helps avoid high call volumes and prevents agents from focusing on other tasks.
- Reditus can automatically program callbacks when an agent is unavailable.
- GoContact's omnichannel approach offers voice, email, web chat, and social media channels so Reditus can provide customers with support on more channels.
- With these small changes, Reditus has experienced better results and increased service quality since the initial implementation.

The Impact on Agents, Supervisors, Coordinators and Quality and Training Teams

The addition of GoContact has impacted frontline employees — agents, supervisors, coordinators, and the quality and training teams — the most. They have each experienced considerable positive changes in their daily work.

Now, agents can:

- Access quality data in real time
- Easily monitor task and interaction histories
- Visualize objectives and results
- Access the commitment sheet, which is associated with quality monitoring

Now, supervisors can:

- Distribute tasks and monitor their completion
- Monitor objectives
- Monitor teams by tracking production and breaks
- Access a variety of reports and easily create new ones
- Easily load databases and monitor results
- Create multiple service scripts for various work options
- Easily open and close queues to meet changing needs
- Define new hours of operation
- Create alarm systems for SLA overruns
- Assign priorities to different agents based on their needs and expertise





Now, coordinators can:

- Monitor activity in real time
- Create and extract management reports
- Create customized wallboards based on the needs of each project and customer
- Create customer service scripts with links to product or procedure information that agents can access without switching applications
- Create automated surveys (e.g. NPS) at different time levels
- Define different levels/profiles of access to information
- Manage the entire platform autonomously with administrator access

Now, quality team can:

- Create evaluation grids with criteria and weightings according to the needs and specifics of each project or customer
- Standardize and make available the report sheet and commit to improving the audits performed on each agent's calls

Now, training team can:

- Create response templates for different topics, which are made available for responses with direct links to procedure and product manuals
- Create flash e-learning training



Customer satisfaction: The main focus

The customer is and should be the focus of every company, without forgetting the employees who make the day-to-day running of the business possible. But at the end of the day, customer satisfaction is the goal of any company, and at Reditus it was possible to increase the level of service with the implementation of GoContact.

Customers now have access to more information and more! They can now access management reports, call recordings and ticket history in real time in a more structured and faster way, and they can also monitor their activity using customized wallboards.



Results with more impact on the operational side

The GoContact solution has allowed Reditus to expand its range of services by implementing an omnichannel platform. It has also made it possible to speed up the preparation time for an operation, reducing it to days what used to take weeks.

The ease with which it can be parameterized has allowed the operational teams to be given the autonomy to manage and parameterize operations, no longer requiring the technical teams to do so.

The management information provided allowed for better control of operations, thus improving the quality of service provided to Reditus' customers.

The solution simplified the daily work of the agents and allowed them to be better monitored, which, together with the management information provided, allowed for better control of the operations, improving the quality of the service provided to Reditus' customers.



Customer Testimonial

“GoContact has strengthened one of the characteristics of Reditus that is most appreciated by its customers: flexibility to meet their needs.

The ease of use and parameterization of the GoContact platform allows us to increase the agility we offer our customers.

On the other hand, the cloud solution has given us the scalability we need to respond to the growth of our client portfolio.

In GoContact, we have found a partner with the same philosophy as Reditus, which allows us to find solutions to the challenges that our customers present to us, with the boldness to accept challenges that force us to create out-of-the-box solutions, and with the flexibility to adapt our solutions to the uncertainties that always arise.”



Ruben Fernandes
General Manager Client Services at Reditus

