Leading-edge technology boost outbound call centre services

Turkey’s fastest growing call centre has harnessed top technology to deliver significant benefits to its outbound service.

Through its implementation of the latest outbound call centre technology, one of Turkey’s largest companies in the call centre industry, Customer Management Centre (CMC), has increased its outbound capacity by 300%.

In addition, the wait times between calls decreased from 25-30 seconds to 6-10 seconds, agent productivity increased from 70% to 83%, the average sale rate per agent increased by 120% and the average call duration per sale improved by 45%.

Metin Tarakçı, deputy general director of CMC says, “We can form outbound campaigns rapidly and at reasonable prices thanks to the new technology. Our agents are able to work more efficiently with minimum error rates and achieve improved results in shorter periods.”

The technology

In association with Procat, a Turkish technology solution provider, CMC implemented Interaction Dialer®, one of Interactive Intelligence’s products. Interactive Intelligence, a global provider of unified IP business communications solutions has delivered this product to leading companies in 57 countries around the world.

Interaction Dialer® offers preview, power, predictive, precise, and “agentless” dialing modes, as well as a patented predictive algorithm that features drive stage-based predicting for better granularity and agent utilisation.

The problem

Recognising an opportunity for outbound services in the finance industry, CMC needed a dialer solution. Its criteria for selecting the vendor included technological compatibility, productivity, and efficiency in implementing and running the operations. Voice components such as recording, reporting, call distribution and greeting capabilities were also critical elements.

Since 2000, CMC has offered its customers low-cost call centre solutions based on high-end technology, a competent workforce and effective process planning. In 2005 it expanded its call centre services, and now its team of 500 experts offers an offshore outsourced call centre solution for its corporate customers abroad.

In 2007, CMC was won The Best Outsource Service Provider award at the Istanbul Call Centre Awards. The company was therefore anxious to retain its service excellence and reputation in the industry.

"Thanks to Interaction Dialer®, our customers can carry out their outbound campaigns at more suitable prices with a high level of efficiency."

- Tarkan Ersubaşı, Procat
The solution
According to Metin Tarakçı, CMC selected Interactive Intelligence’s solution because of its proven flexibility, performance, local support and the fact that it is currently being used in the most comprehensive operations in Europe.

Procat implemented the platform for CMC in February 2007. Pilot projects were launched and the performance of the product was carefully monitored. Within 18 months, the company expanded its capacity by 300%, and currently offers outbound call centre services to five financial institutions.

Additional benefits
In addition to the efficiency benefits, CMC is able to benefit from detailed reporting, including sales rates and campaign refusal rates.

The scalability of Interaction Dialer® was also attractive to CMC. “Our customers can start with small-scale projects to enable them to become acquainted with the product and its features,” says Tarakçı. “Once they have recognised the results, they tend to engage in more comprehensive, larger scale projects.

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Tarkan Ersubaşi, Procat’s managing partner says that Interaction Dialer® significantly contributes in terms of cost and performance. “With its professional staff, CMC can customise the service to suit its clients’ needs. We are delighted with CMC’s capacity growth of 300% within such a short period. This offers strong indication that Interaction Dialer® will attract the attention of other call centre organisations.”