



SPI Global: Business Process Outsourcing

Company Background

SPI Global is one of the world's largest and most diversified Business Process Outsourcing (BPO) service providers in terms of clients, geographic presence, and capabilities. They have defined the highest standards of excellence together with our clients for Knowledge Process Outsourcing (KPO) and Customer Relationship Management (CRM). Their global team of over 18,000 dedicated BPO professionals makes this possible. SPI Global also provides domain expertise in the customer interaction, healthcare, and publishing markets. They also provide services across a wide range of industries, including banking and financial services, government, information technology, media, nonprofit organizations, retail, and travel. Through their key competencies, they support the vibrant BPO industry worldwide.

The Challenge

In 2013, SPI Global began looking for a new contact center platform. SPI hoped to increase the efficiency of its agent activity and improve customer satisfaction levels. SPI was intrigued by the fact that Voicent offers complete business automation which include CRM, outbound dialing, and inbound PBX solutions. There is no need for third party CRM solutions and there is absolutely no integration required. "Also, Voicent provided a number of tools 'out of the box'—such as call recording, reports, and customized IVR tools—that we could only get from other providers if we customized their solution," Giani said. "So we went with Voicent." After choosing the Voicent Contact Center solution, SPI's internal administrators began customizing its IVR scripts and call queues, which allowed a more efficient, streamlined call structure.

The Power of Technology

When a SPI customer calls in, the customer can press one on their keypad for e-commerce assistance, two for accounting help, and three for scripting. "Inside each of those options is the appropriate support representative," Giani said. "One agent may be in several queues because of their skill set, while another may only be in one or two. Voicent is very flexible and lets us control who gets every type of call." When SPI needs to change its IVR scripts and queues, Voicent makes it easy. "We simply click and drag what we need into place, and then we're done," he said. "Immediately, we can test the new configuration. When we're ready, we can go live right away."

Simplicity in the Office

The feedback on Voicent from SPI agents has been very positive. "Because we didn't make any dramatic changes in how the IVR or queues looked, it only took a half hour training session, and our agents were ready to go. It was a seamless transition," he said. The Voicent platform makes work easier for SPI agents, too.

Increasing Productivity

But most of all, SPi has dramatically improved call quality by choosing the right VoIP service provider of their choice. "Recently I met with 60 of my team leads and agents, and not one person said they were experiencing call quality issues," Giani said. "There's been a huge improvement."

Summary

SPi Global – Project Manager, Erlyn Lim Delas Santos summarizes;

"We make over a million calls a month using Voicent's Auto Dialing system. In order to make those calls as efficiently as possible, we needed a software solution to distinguish between live calls and calls that no one picks up. Voicent provided great support by analyzing calls and by using their Auto Dialer software in conjunction with their Call Center Manager software they were able to solve our problems very quickly. Additionally, Voicent developers customized the CRM software to suit our specific needs. What we liked about their CRM is that it automatically integrates with their Auto Dialer software. They also designed some IVR applications to work with our system. Whenever we ran into an issue Voicent provided very fast emergency support and quickly resolved the issues we had. I highly recommend Voicent for their great support. They worked with us as long as we needed them to and provided the customized solutions we needed."