CATSA
Business optimization for Spanish outsourcer

Integrated Genesys platform means CATSA can interact with Spanish-speaking world through multiple voice and digital channels

CATSA (Centro de Asistencia Telefónica S.A.) is a respected contact center and business process outsourcing service provider in the Spanish-speaking marketplace, present in the Spanish market with a total of 1500 agents. Its parent company PRISA (Promotora de Informaciones S.A.) is the largest media group in the Ibero-American and Spanish market. With operations in Malaga, Granada, Peru, and Columbia, CATSA essentially operates as the PRISA sales and service department, and mainly to Canal+, Spain's main satellite pay-per-view TV provider. For example, it handles customer inquiries and pay-per-view event bookings. At the same time, it manages campaigns for other major companies.

As befits a market leader, CATSA is anxious to ensure its customers have the best possible experience. This means improving contact options so they can get in touch not only by phone, but also through any alternative channel of their choice. At the same time, however, the company has to keep a tight rein on costs. So, for example, CATSA sees much value in looking after its people to retain their skills and minimize recruitment and training expenses.

Genesys enables employees to work more efficiently and build strong customer relationships across channels

CATSA has used Genesys contact center solutions for over a decade, with the Genesys Customer Interaction Management (CIM) platform as its technology foundation. "We've pretty much always used Genesys because it has the best position in the marketplace," says Angel Ruiz Calonge, IT
Solutions:

- Genesys Customer Interaction Management
- Genesys Outbound Voice
- Genesys Email and Genesys Chat
- Genesys Workforce Management
- Genesys Software Development Kit
- Genesys G-Plus for Siebel CRM

Director at CATSA. One of a series of core Genesys modules, CIM enables, for example, computer telephony integration and routing of customer-to-agent inbound voice interactions.

The company has subsequently extended its Genesys use to comprise a wide range of products. These include Genesys Outbound Voice, which incorporates predictive dialer software, and Genesys Workforce Management (WFM). Allowing a virtually unlimited number of skill combinations and working rules to be used by the CIM routing engine, Genesys WFM optimizes the distribution of calls to agents. It also measures agent performance and provides powerful analysis and reporting functionality.

The Genesys Software Development Kit was added to offer service-enabled application programming interfaces for Genesys customers and partners. CATSA has used this to integrate WFM with its human resources, call recording and interactive voice response systems, so it can keep a record of all customer interactions.

Meanwhile Genesys G-Plus for Siebel CRM, an out-of-the-box toolset to integrate Siebel and Genesys applications, has enabled CATSA to eliminate manual processes and combine disparate information sources. “With both platforms sharing the same data, our agents have a genuine single customer view,” says Ángel, “which enables better targeted campaigns and deeper customer relationships.”

More recently, Genesys Email and Genesys Chat have allowed CATSA to add online and—soon—social media channels as well. The Genesys architecture means this can be done without creating interaction siloes. For example, agents taking incoming calls can see and act upon non-voice conversations occurring with their customers in other channels.

Campaign results increased and new revenue streams opened, while insuring SLAs are more easily met

Genesys technology has proved particularly useful in outbound CATSA campaigns. A pilot was launched comparing Genesys Outbound Voice with two competing products. For the pilot project, interfaces were built between the legacy platform and Genesys Outbound Voice using the Genesys Software Development Kit.

“The results were startling,” says Ángel. “The Genesys Outbound Voice dialing algorithm was so much better than the systems we compared it with. We were able to improve our call-to-agent ratios by between 15 and 20 percent.” In addition, the system has been found to be much easier to manage and administer thanks to the high level of automation it offers.

The success of that pilot led CATSA to quickly roll out the Genesys application across all outbound activities. CATSA now uses a wide range of Genesys Outbound Voice services including fully automated messaging covering vital customer information such as order progress and delivery dates.

CATSA then added Genesys Email and Genesys Chat functionality, along with click-to-call and virtual assistant on web pages. “In dealing with our customers across multiple channels, Genesys allows us to insure we don’t overload them with too many messages,” says Ángel. “We can set an exact limit on the number of interactions and the system alerts us when this is reached.”

“The Genesys Outbound Voice dialing algorithm was so much better than the systems we compared it with. We were able to improve our call-to-agent ratios by between 30 and 40 percent.”

Ángel Ruiz Calonge, IT Director
“With both platforms sharing the same data our agents have a genuine single customer view, which enables better targeted campaigns and deeper customer relationships.”

Ángel Ruiz Calonge, IT Director

Although at present non-telephone channels only comprise around 15 percent of CATSA interactions, they’re vitally important from a service perspective. “As the movement towards a multichannel world gathers pace it’s important for our clients’ profitability to be able to meet customers’ growing needs for digital and non-verbal communications,” explains Ángel.

The efficiency that CATSA is able to achieve using Genesys technology means the company can fulfill more campaigns with the same number of agents, or redeploy agents into areas where extra resources are needed. Confirms Ángel: “Having greater flexibility to move agents around means we smooth out peaks and troughs in resourcing, which saves money.” The Genesys platform also allows campaigns to be split across several channels, which can even out the workloads for different teams and help improve employee satisfaction and staff retention.

The added flexibility in workloads extends not just to the CATSA teams in Spain but also to its outsourcing operations in Peru and Colombia. Sitting on the same Genesys platform and networked across the entire company, the Latin American contact centers are fully integrated with those in Spain. “Being able to call upon our Latin America workforce is an enormous advantage,” says Ángel. “It helps us manage peaks and troughs in our Spanish operations, while opening new revenue streams in other Spanish-speaking markets.”

And when it comes to quantifying that advantage, CATSA is able to call upon Genesys WFM. “It’s one of my star applications,” says Ángel. “It enables us to achieve comprehensive agent management.”

In terms of customer service level agreements, Genesys allows CATSA management to rest easy because comprehensive reporting and out-of-bounds alerts keep them ahead of the game. Ángel concludes: “Genesys gives us all the contact options we need whatever our clients ask for and, since we live on a connected planet, we have to be able to offer that functionality in a scalable and reliable fashion.”

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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