SUCCESS STORY: RCB

**RCB**

Revenue recovery firm achieves pinpoint accuracy

RCB transforms agent performance for greater customer engagement and three-times higher revenues

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Missed connections compound rising costs

In Brazil, the purchase of non-performing loans (NPL) is a thriving US $10-billion market. Financial services company RCB leads the way in collecting debts and returning capital to banks and creditors. Riding on the leading NPL servicing platform from RCB, these activities span products like cards, loans, overdrafts and mortgages.

Much of this work takes place in the contact center. Highly skilled agents give customers the information they need to assess their payment options and arrive at an affordable agreement. Yet, performance suffered as old communication systems reached their limits. Crucial tasks, such as changes to call classifications, required service provider support, adding expense and creating lengthy delays.

As a result, outbound calls targeted the wrong people at the wrong time or went to inactive numbers, leading to high telephony charges and ineffective customer engagement. Agents also spent too much time talking to answering machines.

"We knew how important it was to reach the customer the first time," said Marco AC Mattos, Executive Director of Business Intelligence, Analysis and Strategy at RCB. "Every missed connection was another drain on productivity."

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**Customer:** RCB  
**Industry:** Financial services  
**Location:** Brazil  
**Agents:** 75 direct employees and 1,000 indirect

**Challenges:**  
- Optimize agent performance and revenue recovery  
- Reach more customers at the right time —on the right channel

**Solutions:**  
- Inbound  
- Outbound  
- Self-Service  
- Quality management  
- Analytics
SUCCESS STORY: RCB

Sustained innovation program refines engagement

RCB transformed customer engagement with a sustained innovation program. They reclaimed contact center operations from an external partner and consolidated them onto a single platform built on Genesys technology. “Genesys had a proven all-in-one solution with the best call classification software,” said Gabriel Caparroz Gomes, Head of Infrastructure at RCB.

Greater control of dialer databases, account selection and campaign management provided a solid base on which RCB could build. Fresh capabilities, such as automated predictive dialing, an integrated IVR system, and robust recording and quality monitoring, were quickly added. And implementing technology from Genesys brought about a new strategy that embraced machine learning, retraining agents and implementing calculation tools, as well as cleaning daily phone records. Dial plans also were optimized.

Success led to expansion. Today, RCB makes around 800,000 calls a day and has 430 blended agents across three sites. “All negotiators are equal in terms of the value they bring,” said Gomez. “Now, they can collaborate effectively on dialer campaigns, irrespective of location.”

Integration equals more talk time for less effort

RCB negotiators are more efficient and get a better experience. Thanks to newfound levels of integration, they don’t have to switch between several screens. CRM records are automatically updated after calls, saving more time and effort. If required, the RCB IT team can make system adjustments and policy changes on the spot.

The Genesys solution has provided the company with a competitive advantage in other ways, too. For example, it has enabled more right-party contacts (RPC) and genuine opportunities for negotiators to speak with customers. As a result, outbound calls to answering machines have dropped from around one in five to less than one in 100.

“RPC cost is something we track very closely,” said Mattos. “Before, we were running at about 12 RPCs per day, per agent. Now that figure is closer to 30, which is a 150% productivity gain.”

We knew how important it was to reach the customer first time. Every missed connection was another drain on productivity. Now, we don’t have this problem.”

Marco AC Mattos
Executive Director of Business Intelligence Analysis and Strategy
Cultivating revenue and customer options

The payment process is much slicker; average queue times dropped 62%—from 40 seconds to 15 seconds. And callers no longer worry about being cut off by the dialer.

"Over the last two years, we've more than tripled revenue collections—from 6,400 to 22,400 Brazilian Real per person," said Mattos. "Our customers also enjoy greater choice, with many using self-service options to settle their bills."

Innovation never stands still at RCB. Possible future projects include integrating their Genesys platform with text-to-speech and web services.

To learn more about the solutions featured in this case study, go to www.genesys.com.

Gabriel Caparroz Gomes, Head of Infrastructure, RCB

RESULTS

- 150% increase in agent productivity
- 3x boost in revenue collections over two years
- Improved right-party contacts from 12 to 30 per day, per agent
- 1% of calls reach an answering machine
- 62% reduction in queue times

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.