

SUCCESS STORY

Rogers Communication

Background

Rogers Communications is a diversified Canadian communications and media company engaged in three primary lines of business. Rogers Wireless is Canada's largest wireless voice and data communications services provider and the country's only national carrier operating on the world standard GSM, HSPA+ and LTE technology platforms. Rogers Cable is a leading Canadian cable services provider, offering cable television, high-speed Internet access, and telephony products for residential and business customers. Rogers Media is Canada's premier group of category-leading broadcast, specialty, sports, print and on-line media assets with businesses in radio and television broadcasting, televised shopping, sports entertainment, and magazine and trade journal publication.

The company's Credit Operations call centers perform inbound and outbound collections for four of its business segments – wireless, cable, home phone and internet – with separate agent pools managing the workload across portfolios. The company is headquartered in Toronto, Ontario.

Rogers Communications strives to be first to market for various products and offerings and to being the first to launch new technologies to improve its operations. Rogers is the first organization in Canada to successfully deploy the CallTech and OnQ applications.

Goal

Rogers was looking to improve the productivity of their blended call center staffing while simplifying their outbound dialing management process. Additionally, Rogers saw great potential in building foundations to support a single point of strategy execution across all products and all call centres.

Specific goals were to:

- > Increase Right Party Contacts (RPCs) per hour by 8% to improve collection effectiveness and customer experience
- > Increase agent occupancy rates by 8% to increase agent efficiencies
- > Implement operational tools that increase automation, improve dialer management and contact prioritization efficiency
- > Implement policy compliance tools, e.g. attempt frequency & velocity and recall strategies

Industry:

Communications

Applications:

Collections

Summary:

With *Noble CallTech* and *OnQ*, Rogers has increased RPC rates, agency occupancy rates, and dialer operations.

CallTech maximizes dialer and agent productivity by using Best-Time-To-Call models that clients can use to build the optimal calling schedule for their outbound campaigns, which in turn increases their RPC rates. OnQ automates and centralizes call center campaign management, with re-queing features that give call center management full control to monitor campaigns in real time and make changes intra-day as required.

Solution

Rogers elected to deploy CallTech and OnQ software.

CallTech maximizes dialer and agent productivity by using Best-Time-To-Call models that clients can use to build the optimal calling schedule for their outbound campaigns, which in turn increases their RPC rates.

OnQ automates and centralizes call center campaign management, with re-queuing features that give call center management full control to monitor campaigns in real time and make changes intra-day as required. This allowed Rogers to monitor agent occupancy rates and redeploy campaigns as agent time allowed.

Rogers utilizes OnQ to automate file processing, treatment application, scheduled list management and policy compliance. Instead of monitoring the delivery of as many as ten separate files and scheduling agents to dial those accounts, Rogers can now manage across all files and groups as one vs managing 100+ campaigns individually.

OnQ facilitated the ability to call the previous day's records while the host system prepared the file for present day calling. Enabling the records to be called earlier in the day increased the calling frequency thus improving the penetration of those records. Previously, those files could not be called until midday due to the host system setup requirements.

The CallTech and OnQ solutions also provide this fast-growing company with a flexible platform for future expansion.

Results

The results to date have exceeded expectations:

- > RPC rates have increased by 15-30% depending on the account segment, well above the project goal of 8%
- > Agent occupancy rate improved 8%, 100% of forecasted benefit realized
- > Rogers also realized a significant improvement in dialer operations effort thanks to automated record segmentation, treatment application and scheduled list management and policy compliance

About Noble IQ

Noble's IQ solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen our solutions, enabling them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989 for Unified Communications, Business Process Management and Analytics. Tens of thousands of agents at 4,000+ client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solutions for premise, cloud and hybrid environments include advanced ACD, predictive dialing, blended processing, recording and monitoring, IVR, messaging, interaction analytics, decisioning and workforce management. Call 1.888.8.NOBLE.8 or visit Noble Systems online at www.noblesystems.com.

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