oo8 GENESYS™

# Focusing on people, processes and technology innovation

Visaya KPO Corporation delivers 10 years of continuous growth and delights clients with consistently high service levels



# VISAYA

**Customer:** Visaya Knowledge Process Outsourcing Corporation
**Industry:** Business process outsourcing
**Location:** Philippines
**Company size:** 800-plus FTE, with about 350 agents using the Genesys product

**Challenges:**
- Accelerate new business
- Improve efficiency and performance

**Product:**
- Genesys PureConnect application

## Taking a pole position

Visaya Knowledge Process Outsourcing (KPO) Corporation has built a strong reputation as partner of choice to many of the world's top healthcare, education, retail, finance and IT companies. The prologue to this Philippines-based success story was written a decade earlier when the company sought to differentiate itself and find better ways to attract and onboard new business.

"Volumes began exploding as our clients moved toward multichannel," said Butch E. Valenzuela, President and CEO at Visaya KPO. "We had all the usual challenges, like becoming more efficient and effective, especially around outbound. So, we needed to find a reliable contact center platform that could do more for less — and flex quickly."

## Pinpointing a defining moment

After evaluating several options, Visaya KPO invested in the Genesys® PureConnect™ application, installed and managed by local experts Nexus Technologies. Run on-premises, the product enabled the company to unify operations across three contact centers: one in Manila and two on the Visayan Islands.

Looking back, Valenzuela feels that decision was a defining moment in the company's timeline. "Over the last 12 years, we've had virtually no downtime and taken the business from 12 to 800-plus people," he continued. "To me, that's the real value of Genesys. In addition, our close relationship with Nexus Technologies means we're fully covered for skills we don't have, such as customized software development."

**Solutions:**
- Digital
- Inbound
- Self-Service
- Outbound
- Open Platform
- Reporting and Analytics

**Partner:**
- Nexus Technologies

## Meeting the most demanding SLAs

In an average day, 350 agents that use the PureConnect application handle around 2,000 inbound and 30,000 outbound calls, 600 chat exchanges, and 500 email contacts. The nature of their work covers everything from student enrollment, to home shopping fulfilment, to medical records retrieval and payment collections.

Supervisors can fine-tune the customer experience as volumes and requirements fluctuate.

PureConnect reporting and analytics tools have been a highlight as well. Reports are customizable, accurate and live to the second, which is helpful for performance management efforts.

"The key is being able to deploy the right number of people with the right skills," added Valenzuela. "That allows us to tailor quality assurance to the individual needs of every client, market and geography, meeting the most demanding SLAs."

## Getting more connections for less effort

Outbound results are equally impressive. It's easy for supervisors to launch and track campaigns, for example, working from huge lists of students who have asked to be notified of university placement opportunities.

"It's no coincidence that Genesys has the best algorithm and predictive dialer out there," said Valenzuela. "It means we can quickly tell which lists are most likely to convert, prioritize those leads and initiate calls at prime time, based on agent performance metrics."

Tight integration between the PureConnect application and Salesforce ensures backend processes run efficiently. Agents work from a single desktop, so they don't lose time re-keying data or swapping between screens and

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applications. And this means that customers enjoy faster service and don't have to repeat basic information.

## Investing in people

Initially, the family-run firm was set up to help people find good jobs close to home, a caring mantra that beats stronger than ever. "I noticed a staff member from our outbound education team looking a bit down," said Valenzuela. "I knew she was about to be promoted to a new role, so asked why she looked so sad. She replied,

'Because I like helping people succeed in their personal lives.' I thought that said everything about the caliber and dedication of our agents. They are all heroes."

Innovation never sleeps at Visaya KPO. Currently, the company is exploring the benefits of robotic process automation to relieve agents from mundane repetitive tasks and enable them to focus on more rewarding and fulfilling work.

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

### RESULTS

**6500% increase**
in company size, with virtually no downtime in over 12 years

**Improved quality**
with tailored SLAs

**Consistent results**
with outbound

**Satisfied customers**
through motivated and empowered agents

**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 11,000 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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**ABOUT NEXUS TECHNOLOGIES**

Nexus Technologies is a premier IT corporate solutions provider and systems integrator. They offer a full breadth of enterprise hardware and software products and services that boast a global standard of quality, reliability and value from leading technologies. Nexus Technologies successfully forge long-term client partnerships anchored on a keen understanding that technology plays a pivotal role in the delivery and achievement of an organization's business goals. Nexus Technologies is a Genesys Bronze tier partner.

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