



# OPTIMIZED COLLECTIONS™

Unified Communications Application  
for the Contact Center

**Today's consumers – Consumer 2.0 – are hyper-connected and surrounded by sophisticated communications technology that provides a user experience that makes today's contact processes seem antiquated. And yet, your success depends on your ability find and engage this new consumer, who may very well use voice as their channel of last resort.**

Optimized Collections delivers a new way to improve collections processes by allocating resources, tracking performance and applying the most effective contact strategies at the best times. Optimized Collections is a next-generation customer contact application that fully leverages Enterprise 2.0 technologies like unified communications and collaboration to seamlessly connect collections agents, debtors and enterprise knowledge workers through virtually any communications channel. Optimized Collections unites campaign management, workforce management, and performance management to reduce your cost-per-collected dollar, while increasing productivity and maximizing agent resources.

Whether your collections center is centralized or distributed, Optimized Collections can help you reduce costs and legal risks, simplify training, and increase productivity by synchronizing workflows with intraday tasks to reduce idle time and increase collections results without additional staff.

## Capabilities

- Reach more debtors by applying flexible list management best practices
- Improve right party contacts with Best Time to Call and contact list optimization capabilities
- Leverage dynamic records distribution and business rules-driven workflow
- Optimize collection calling plans with outbound and blended workforce management integration
- Align workforce performance with operational goals across your collections business process
- Proactively contact debtors via voice, email, web or instant message (IM) using consistent business rules
- Utilize coaching as a strategic lever to improve operational performance
- Deliver Ask an Expert and Enterprise Search through unified communications and collaboration capabilities
- Overcome debtor objections in a single interaction by leveraging Ask an Expert and Enterprise Search



### Increase Collections by Improving Right Party Contact Efficiency

Legacy campaign management tools make it difficult for you to proactively contact your customers at the right time via the most appropriate channels while delivering a consistent and proactive customer experience. As a result, they impede your collections center's ability to secure payments or payment promises.

Optimized Collections™ provides a centralized, fully integrated data warehouse and records distribution engine for creating and executing sophisticated contact strategies and lists. It is guided by real-time business intelligence that can dynamically build high-yield campaigns using disparate host data, customer interaction history and complex business rules. Optimized Collections enables you to supplant traditional architectures, simplify management and reduce integration costs.

Capabilities include:

**Best Time to Call** - enables you to initiate phone calls to debtors at the times and places they are most likely to be reached. This improves your contact efficiency by increasing right party contacts and focusing your calling efforts on the highest risk accounts.

**Patented algorithms** - tracks call result history over time, giving you the information you need to predict the best phone number and hour of day to place calls.

**Ask an Expert/Enterprise Search** - allows you to resolve customer issues through Microsoft Lync with presence-enabled inclusion of enterprise experts, as well as leverage the information available in Microsoft SharePoint to ensure your agents are finding the right experts with the right capabilities to deliver first call resolution.

Optimized Collections creates an optimized calling strategy based on campaign objectives that you prioritize by your defined criteria. In the end, Optimized Collections means fewer call attempts and improved campaign results, which translates into lower telecommunications charges, increased revenue opportunities and higher collections yield.

### Reduce Costs by Aligning Staffing with Best Time to Call Strategy

Managing a contact center workforce is no simple matter, and adding in the complexities of the collections business process makes the task more difficult. Optimized Collections includes workforce management, which closes the planning loop between campaigns built to maximize debtor contact with an optimal staff schedule to ensure you have the right agents with the right skills available at the right time.

With its unique synchronization capabilities across workforce management and campaign optimization, Optimized Collections seamlessly communicates with your managers to plan outbound and blended interaction strategies hour by hour, and makes intraday changes dynamically based on staffing or list volume changes.

For blended operations, workforce management provides agent schedules to help you ensure that enough staff is assigned in each hour to initiate productive outbound calls and handle the inbound call workload that may result from a successful outbound calling campaign.

With today's dynamic collections environment, you need to be able to generate accurate forecasts. By taking into account all pertinent outbound and blended data, including historical contact volume and campaign patterns, such as right and wrong-party connect ratios; as well as campaign list size, number of passes and other user-supplied data, you can:

- **Reduce the number of staff required to meet campaign goals** by forecasting the periods of highest inbound activity and outbound productivity with unparalleled accuracy
- **Respond to unexpected events** by conducting a quick scenario analysis to determine the impact of removing or adding phone agents on an intraday basis

### Key Benefits

- Reach more debtors by applying flexible list management best practices
- Increase collections by improving right party contact efficiency
- Reduce costs by aligning staffing with Best Time to Call strategies, ensuring you have the right agents with the right skills available at the right time
- Improve collector effectiveness by providing targeted, needs-based performance feedback and coaching
- Boost productivity by helping collectors understand and optimize their own performance

When a debtor objection requires additional information from a supervisor or a subject matter expert outside of the contact center, Optimized Collections™ leverages unified communications and collaboration capabilities to find available experts and assess their skills to overcome the objection the moment it is raised. Importantly, end-to-end real-time and historical reporting provides the visibility and insight across interactions regardless of where they occur.

Maintaining the right number of collectors and subject matter experts to meet inbound, blended and outbound demand is just one component of managing your workforce resources. You also need to empower employees and evaluate them on an ongoing basis to ensure they are living up to their full potential.

Included in Optimized Collections, workforce management capabilities provide the tools and tracking mechanisms that allow your collectors to manage their own schedules via automated browser- and voice portal-based agent self-service tools. It enables agents to bid on shifts and request schedule changes, such as vacation and overtime, within controlled, defined parameters so that you can balance the needs of your business with those of your employees to boost morale and retention.

You can also streamline and automate schedule changes and notifications via email or screen pop to reduce administrative costs and increase supervisor efficiency. Workforce management capabilities also give you the ability to track campaign and collector performance. Real-time schedule adherence tools and reports on agent performance and productivity ensure you're staffing to the plan you put in place, and help you identify your most and least productive collectors or work groups.

The end result is more dollars collected and enhanced agent satisfaction and retention through better workforce planning.

### Improve Collector Effectiveness by Providing Targeted Performance Feedback

Intraday change is a constant in collections contact centers. With Optimized Collections you get sophisticated tools that continually analyze your calling and staffing patterns. As a result, you are able to make rapid adjustments based on gathered contact intelligence, and simplify analysis and reporting of campaign data across your enterprise.

Optimized Collections provides performance management capabilities that help you analyze workforce and operational performance statistics, while providing coaching capabilities to improve problem areas. It consolidates data from your workforce management, predictive dialer, Best Time to Call and automatic call distributor (ACD) into a single, focused view, allowing you to easily compare and analyze actual performance against your key business metrics.

Optimized Collections provides more than 100 out-of-the-box workforce management, ACD, and dialer key performance indicators (KPIs) that are based on years of industry best practices. KPIs appear on the screen in formats that enable users to assess performance with traffic light color-coding that reveals, at a glance, whether performance is above, at, or below target levels set by collections managers.

To effectively communicate workforce performance across the organization, Optimized Collections presents your managers, supervisors and collectors with out-of-the-box views that let them easily understand their day-to-day operational performance. Each view appears as a user-friendly dashboard that gives the individual relevant information, navigation, and functionality tailored to the needs of his or her job. These dashboards can be personalized to reflect specific views required by your organization to ensure that employees are focused on the KPIs that help align collections operational performance to strategic goals.

"Putting campaign management in place was a great move for our business. We have reduced campaign administration time, standardized campaign execution across our multiple dialers, improved our analytical capabilities and increased our call volume capacity using the resources we have in place today."

*Director of Methods*  
Teleperformance Hellas

### Improve Productivity by Helping Collectors Understand and Optimize Their Own Performance

Optimized Collections™ helps empower your collectors to manage their own performance against clearly defined targets to drive effective behaviors. Collectors can view scorecards that let them know how they are performing against their targets and use the information to either refocus their collections efforts or communicate with supervisors. This clear, personalized view gives collectors the information they need to gain immediate feedback so they can meet goals that are tied to incentives and promotions.

Optimized Collections also helps empower your supervisors to easily identify individual collectors who are not meeting performance benchmarks, and gives them tools to effectively coach collectors so they are more likely to achieve goals. By providing an easy-to-use coaching form, supervisors can work with collectors to point out specific areas that need improvement and set new performance goals.

Optimized Collections gives your collection staff the tools necessary to effectively manage and drive performance, promoting an environment of continual process improvement both at an agent and supervisor level.

Like all Aspect customer contact applications, Optimized Collections can help organizations realize increased productivity by leveraging unified communications capabilities including IM, multimedia conferencing and screen-sharing for agent-to-agent communications, agent-to-supervisor escalations and manager-initiated process changes.

Optimized Collections is extensible to meet your future needs while delivering the next generation of customer contact today.

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#### About Aspect

Aspect is a leading provider of customer contact and Microsoft platform solutions. For more information, visit [www.aspect.com](http://www.aspect.com).