

AMTELCO's eCreator, with Avaya Predictive Dialing System (PDS), Improves Automotive Financial Company's Agent Productivity

An automotive financial company providing retail and wholesale financing, retail leasing, vehicle protection plans and other financial services to authorized car dealers and their customers in the United States has multiple Customer Service Centers and Dealer Sales & Service Offices, employing over 2,000 associates nationwide.

The automotive financial company needed to improve its agent productivity and accuracy in collecting on overdue accounts.

The company was interested in purchasing Avaya PDSs, but only if Avaya could also provide robust agent workflow scripting. Avaya suggested combining its PDSs with AMTELCO's eCreator product. AMTELCO, a leading provider of innovative customized contact center solutions, is a Premier-level member in the Avaya DeveloperConnection program.

Key Capabilities of the Solution

The solution included Avaya PDSs and AMTELCO's eCreator product.

The Avaya PDS automates and synchronizes the outbound and inbound telephone customer contact in contact centers.

AMTELCO's eCreator is the first browser-based scripting and campaign management application specifically designed to meet the needs of blended contact centers. eCreator utilizes the most advanced Web technology, harnessing the power of these

advancements while supplying an unparalleled level of ease in terms of usage and administration. With simple drag-and-drop script creation using a palette of predesigned response elements and an intuitive graphical interface, complex scripts are easily created and automatically popped to agents during calls. And eCreator is completely scalable to meet the needs of any contact center, regardless of size or geography. eCreator can support multiple sites, branch offices and remote agents.

eCreator Provides Numerous Benefits

- ◆ eCreator improves agent productivity by providing a guided dialog for the agent to follow.
- ◆ Agents spend more time talking to live customers.
- ◆ The eCreator desktop interface requires a minimal learning curve, dramatically reducing agent training time.
- ◆ eCreator scripts increase the quality of each customer experience by ensuring consistency of call flow, regardless of the call type or an agent's experience level.
- ◆ By improving the quality and consistency of the customer interaction, eCreator enhances customer satisfaction and retention.
- ◆ The eCreator PDS Agent interface seamlessly works with existing PC programs.
- ◆ Because of its ease of use, eCreator enables contact center staff to reduce the amount of time and effort required to create and/or change scripts.



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- ◆ Agents automatically handle outbound and inbound calls as demand changes.

Benefits for the Company

Eric List, Avaya Product Manager, explains, "AMTELCO's eCreator solution, integrated with Avaya PDS, has delivered our customer key benefits in three areas:

- ◆ Improved agent productivity through the use of AMTELCO's browser-based scripting application delivered significant ROI and enhanced our solution from Avaya.
- ◆ AMTELCO delivered a solution that was flexible and easy to maintain and met the business needs of the customer as an integrated solution to Avaya PDS.
- ◆ Avaya's close relationship with AMTELCO pro-

vided the customer confidence that they were receiving a single vendor solution.

Jana Olson, AMTELCO's eCreator Project Manager, adds, "AMTELCO worked closely with the customer to successfully implement multiple sites and hundreds of agent seats in a very tight time frame. This enabled the customer to achieve a very fast ROI from savings in agent productivity. eCreator's direct access to customer data at the desktop enabled their agents to handle calls more efficiently while still providing better levels of customer service. And the eCreator PDS Agent desktop application also reduced agent training time, providing additional savings."

For more information on eCreator, contact AMTELCO at (800)356-9148, visit avaya.amtelco.com, or send an e-mail to info@amtelco.com.

