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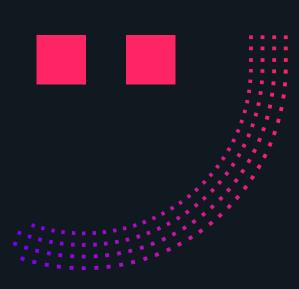
SERTEC Improves Collections and Service with NICE Interaction Analytics

A leader in collections and recovery across Mexico, SERTEC is committed to leveraging the most advanced technology available to conduct collection activities and stay ahead of the competition. As a business process outsourcer (BPO), the company invests heavily in a wide range of solutions, from predictive dialers to customer relationship management (CRM) systems, to meet its goals for efficiency, profitability, and sustainability. When the company wanted to modernize its analytics capabilities, it turned to Interaction Analytics.

NICE

30%-40% IMPROVEMENT IN QUALITY

8% INCREASE IN ADHERENCE TO SCRIPTS

BOOST IN SATISFACTION FROM 3 TO 4.6 (OUT OF 5)

REDUCED TIME TO IMPLEMENT QUALITY INITIATIVES FROM 1.5 MONTHS TO 1 WEEK

CUSTOMER PROFILE

ABOUT

SERTEC's mission is to increase the collections and recovery of portfolios for companies from all industry verticals, through highly motivated and trained personnel, quality processes and leading-edge technology, extending its reach to consistently achieve broader market coverage and the best performance results. The company's services range from credit and restructuring to collections, notification and execution of tax liens, and more.

INDUSTRY

Business Process Outsourcing

WEBSITE

www.sertec.com.mx

LOCATION

Mexico

AGENTS

1,500 agents

GOALS

- Improve quality and processes
- Boost and maintain high standards of customer service
- Gain a competitive edge

PRODUCTS

- NICE Interaction Analytics

FEATURES

- AI-enabled omnichannel speech and text analytics
- AI-enabled discovery
- Root cause analysis

Case Study

01 THE BEFORE
Manual quality processes and limited analytics

Before implementing Interaction Analytics, SERTEC's quality processes were rudimentary and manual. The analytics platform it used was inflexible and slow, and supervisors relied on spreadsheets to manage and track quality processes. With a high volume of calls, nearly 130,000 per month, quality teams could listen to just a small sample of calls, which meant insights into how it could improve the service it offered its clients were limited.

02 DESIRE TO CHANGE
A desire to improve and deliver a competitive edge

As a BPO, SERTEC was under pressure to react quickly to customer needs and ensure that agents could resolve issues simply and efficiently. Consumer behaviors were evolving rapidly due to the COVID-19 pandemic, and the BPO needed to be able to understand changing consumer needs and equip its agents with the tools and training to effectively meet those needs.

The company was also undergoing an internal push to improve quality and processes, and it wanted an analytics solution that would provide insights that could be used to drive systematic, continual improvements to future interactions, employee experiences, and operations and deliver a competitive advantage. These insights would enable SERTEC to create efficient collection strategies quickly and enable greater operational agility.

03 THE SOLUTION
In-depth analysis and reporting with Interaction Analytics

The BPO chose the Interaction Analytics solution due to NICE's rich history of market leadership, the precision of its transcriptions, and its ability to generate customer sentiment scores accurately and automatically. Implementation and configuration of the platform was fast and easy—about two weeks in total.

Once implementation was complete, SERTEC launched a campaign to promote Interaction Analytics internally, with videos and other materials helping agents and quality teams understand how the solution works and how it would benefit them in their day-to-day work. This smoothed the path for user adoption by demonstrating that the tool would not be punitive; instead, it would streamline the work of quality teams and help agents improve their performance—and, in turn, their earnings, because compensation is tied to their collections rate.
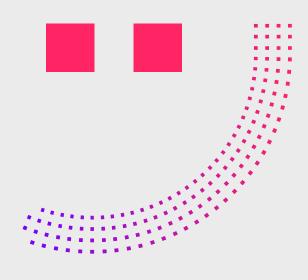
04 THE RESULTS
Deep insights and KPI improvements within weeks

SERTEC quickly realized a wide range of benefits from Interaction Analytics, with marked improvements to KPIs within the first month of use. SERTEC now evaluates more than 90% of interactions – a dramatic increase from the 3% of interactions it was able to evaluate using its former manual methods. Interaction Analytics' phonetic indexing search engine uncovers precisely how often events occur, why events occur, and the impact they have on a business. This allowed SERTEC to discover the reasons customers were not paying and use these insights to devise new collection and objection-handling strategies that significantly improved the collections conversion rate.

Interaction Analytics also gives SERTEC practical and informative reports and dashboards that help agents and supervisors leverage the analytics it provides. Since implementing Interaction Analytics, SERTEC has realized a

NICE

SERTEC

30% to 40% improvement in quality and an 8% increase in agent adherence to scripts—a critically important consideration because SERTEC's customers are penalized when agents don't follow scripts required by industry regulators. In addition, scores on satisfaction surveys increased from an average of 3 to 4.6 (out of a maximum of 5), illustrating the resulting improvement to the customer experience.

SERTEC also realized a significant reduction in call abandon rates and was able to reduce the time required for new quality initiatives from 1.5 months to one week.
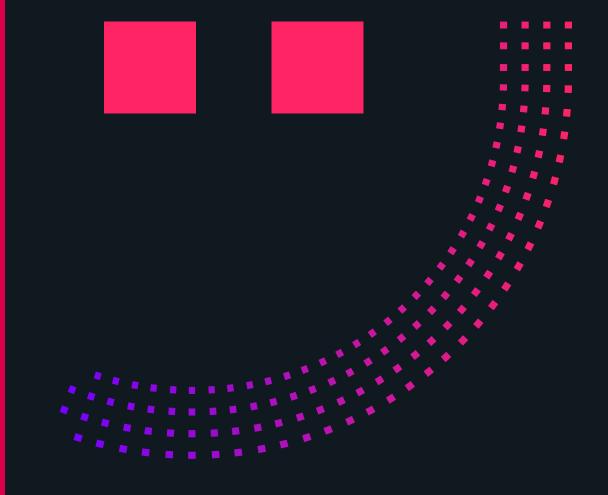
05 THE FUTURE

Plans to expand use of Interaction Analytics

With aggressive plans for growth in the market, SERTEC intends to expand its use of Interaction Analytics to other lines of business within the company. By enabling the BPO to add robust analytics capabilities to its portfolio, SERTEC has realized a competitive advantage through the use of Interaction Analytics.

"Interaction Analytics has prepared us in an unanticipated way to comply when a customer changes their quality requirements. It's fast and easy to adjust to new requirements. **If we didn't have Interaction Analytics, we wouldn't be in the position we are today."**

ABEL RANGEL
SERTEC

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com

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