



Reintegra is the leading company in the Spanish market of debts collection management. Its shareholders count on the support and experience of three leaders in their own sectors: SANTANDER CONSUMER, 1st CREDIT and CESCE.

Reintegra's powerful structure and dynamics make it an agile company in continuous growth and adaptation to its clients needs. It has 24 office branches in Spain and more than 600 employees who manage more than one million credit files per year.

The company offers an integrated service that comprehends all the stages of the credit management, both due and yet to pay, including the phases of phone management approach, pre-contentious, contentious, and bankrupt. Reintegra has developed the SGR information system, a tool designed to leverage the management and control of the debts recovery.

Reintegra is an associated member of the National Association of Entities to Collection Management (ANGECO), and has a quality certification granted by AENOR (Spanish Association for Standardisation and Certification), compliant with the UNE regulation in ISO 9001/2000. Reintegra is also certified in the SAS 70 (Statement on Auditing Standards nº 70) norm.

The predictive call dealing in the Debts Collection Call-center

Before the implementation of the project with Altitude Software, Reintegra would do its telephonic approach management manually and based on two levels - massive management and specialized management - running over its own software. The system, denominated SGR, was totally designed by the company taking into account its business needs, as well as the customer's. The whole range of tools Reintegra uses in its daily management depends upon this charging system: Altitude Software's CTI (Computer Telephony Integration) provides the business intelligence that allows the analysis of statistics and data, the financial system. Currently the Human Resources management and the CRM strategy for business management are also being integrated.

The implementation of the Altitude uCI (Unified Customer Interaction) suite was the result of a short and efficient process, given the fact that selection was simple and fast, and the implementation was done in record time (less than two months). According to José María García-Bouza, business director of Reintegra, "we know that there are other

companies in the sector that have not yet been able to implement a solution like ours, and they have taken much more time trying to do it, than we have taken on

“With the implementation of the Altitude solution we sought to achieve two major goals: increase the agility and speed of the calls management and automatically manage the calls that do not return any feedback from the person in debt. The integration with Altitude Software was of great help to the collaborators and has eased their work. They acknowledge that are accomplishing better results, while investing the same time.”

José María García-Bouza,
Business Director, Reintegra.

Client Data

- Founded in 2000, the company has grown its invoicing 30% in 2007, after a 17, 7 million euros invoiced en 2006.
- Owns 24 branches throughout all Spain.
- More than 600 employees managing an annual volume of 1 million credit files.
- Reintegra develops an integral recovering service which comprehends all the phases of the due and yet to pay credits, along with complementary services, in order to cover all the needs in the collection management.

Business Benefits

- **Attainment of real and factual data on productivity**
Altitude uCI permits the obtaining of surveys on productivity as well as organizing the timings in order to generate its growth. This allows the control of labour absence, time dedicated to breaks or training in the company, amongst other factors.
- **Report production**
The setting up of a more standardized management made possible to create specific reports accustomed to the company needs.
- **Standardization**
Setting up of workloads to meet a wide range of client needs. The tool allows standardizing the coming actions, taking the prior ones into account.

getting it running. I'm very happy with both my team and Altitude Software professionals, who have involved themselves in the project".

At first, 40 licenses were acquired, which now sum 252, and Altitude uCI supports the traditional phone services. Its versatility allowed Reintegra to extend it to other services which weren't also managed automatically in the past.

Profitability of the workplaces

The utilization of the Altitude uCI software suite simplified the process related to the first level contacts. Currently it is the tool, instead of the user, that determines automatically which number to communicate with, which ones are wrong or return no feedback. Based on this knowledge, the user only begins a call when in possession of a valid number. Besides that, the creation of a list based on the ongoing credit files eases the user's access, in first hand, to the most urgent operations and to all the information needed, with no need to explore all the applications in order to receive all the data, as it used to be done in the past. Now, all the information is directly exposed in the computer's display.

José M^a García-Bouza states that "where 10 people were needed, now only 5 do the same job. But, quite different from what one may think, our number of employees is continually growing in the last months. Actually, our professionals not only multiply in number but, more important, deal with types of management that are not mechanical, which allows them to evolve professionally inside the organization".

Additionally, this increase of productivity generates more competitiveness in terms of pricing. Therefore, the company has extended its attention to the client working hours in 13 hours per day and from Thursdays to Saturdays. On the other side, the rotation is minimum in the organization because initiatives regarding internal Career Planning prevent eventual stanching or paralyzation of the collaborators professional development.

Short-term plans

"The growth of the activity and of the Contact Center itself makes us consider opening another platform in the first semester 2008", advances José María García-Bouza, "and, given all these facts, we intend to keep on counting on Altitude Software's solution".

Altitude Solution's Advantages

- **Making the workplaces more profitable**
A smaller number of employees to do same processes with a substantial increase of productivity.
- **Added competitiveness**
The increase of productivity made possible a more competitive business strategy, especially in terms of the services pricing.
- **Reduction of time taken to files resolution**
The time slots between calls were reduced and the employees have all the information available in the computer's display, without having to browse through other applications.

Solution Description

- Altitude Voice Inbound
- Altitude Voice Outbound Power
- Altitude uAgent Windows
- Altitude uSupervisor Agents
- Altitude uRouter Agents
- Altitude Script Developer
- Altitude vBox 3.0
- Telephones Cisco 7960

Contacts

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