

Customer Stories



Proximedia, an outsourcer in northern Quebec, Canada, has been providing their clients across Canada with bilingual quality customer interaction solutions for over 7 years. With a focus on 'Customer Satisfaction', Proximedia has quickly earned a solid reputation in the industry by offering a wide range of services related to telemarketing and customer service, winning awards such as "Outsourcing Call Centre of the Year" AMDRC and "Quality of Service" Rouyn-Noranda Chamber of Commerce & Industry. Proximedia has developed an expertise in Telecommunications, Financial Services and Fund-raising.

"We have reached this level of success by skilfully using leading-edge customer contact technologies." says Roger Gauthier, President & CEO, Proximedia.

A focus on Customer Satisfaction

Proximedia's vision *"To be recognized as the best-in-class Customer Interaction Center in Quebec in terms of quality of service, skilled personnel, innovative technology solutions and productivity."*

Before opening their doors for business Proximedia did their homework. The stakeholders were looking for a contact center solution that would support their corporate vision. Proximedia was looking for a leading edge innovative solution that would meet their current needs with the flexibility to quickly adapt to future needs. Proximedia choose Altitude to provide their contact center solution.

Proximedia found that Altitude uCI delivered a solution that was very affordable for a small startup business, but had the flexibility for growth. The cost per station was very competitive and the solution supported both inbound and outbound dialing. Proximedia's' research uncovered that most solution providers were more proficient in either inbound or outbound but found that Altitude was equally proficient in both.

Altitude Software delivered Proximedia with a solution that would grow with them. Starting with Computer Telephony Integration (CTI) to their Nortel switch and outbound campaigns to facilitate Telemarketing, Data Collection and Customer Qualification, Proximedia quickly grew. Soon inbound call handling was added, which included skills based routing, to support client's requests for Order Taking, Overflow Management and Sales. The modular nature of the Altitude solution allowed Proximedia to seamlessly add the functionality needed, when it was needed. Proximedia has since gone on to add Outbound IVR and Altitude Call Recording.

The flexibility of Altitude Software technology and the superior customer service provided by the Altitude team helped us in providing customized solutions that meet and surpass the demands of our customers.

*Lisa Baillargeon
General Manager Business Development*

Client Data

- Founded in 2000 with offices in Rouyn-Noranda and Montreal, Quebec, Canada
- Outsourcer providing quality interaction solutions to clients across Canada
- Supporting approximately 80 campaigns per year.
- Operations began with 15 agents, today consists of 160.
- 200 employees

Business Benefits

- **Very Competitive Solution**
Start up costs very competitive with ROI achieved above industry standards, making this solution attractive to smaller call centers.
- **Intuitive agent tools**
The intuitive nature of the agent tools means training time is reduced and agents are much more satisfied. Agent interfaces can be quickly modified to meet the needs of the call centre.
- **Outbound IVR adds a in demand service to offering**
Adding Altitude outbound IVR to the Proximedia offering provides a service that has seen significant growth in the outsourcing environment.
- **Achieved high productivity with Power Dial**
Using superior built-in list management and campaign monitoring functionality Proximedia has surpassed expectations using Altitude Power Dial.

Optimize Contact Center Resources

Approximately 200 agents, supervisors, trainers and back office employees staff the Proximedia contact center. Proximedia currently process about 7,500 interactions daily.

Benefiting from the flexibility of the Altitude solution, from the single language scripting tool used across the platform for agent, routing and IVR scripting, to the seamless addition of expansion modules, Proximedia has the tools needed to effectively and efficiently manage their human and technical resources. Roger Gauthier comments *"We should not be slaves to technology but use technology as a support to reach our goals"*. Mr. Gauthier feels that the ability to easily and quickly build interesting and intuitive scripts has helped them maintain a high quality of service and achieve low staff turnover.

Altitude Inbound IVR gives Proximedia the tools to develop self-service and call routing strategies that ensures they are meeting the needs of their customers as well as increasing agent productivity.

Altitude Software optimizes resources through call blending and flexible scripting. Using Altitude Software, agents can be simultaneously logged into inbound and outbound campaigns as the workflow dictates – reducing inbound customer queues and supporting critical revenue generating outbound campaigns.

Outbound IVR helps Proximedia optimize resources while more efficiently meeting customer needs.

When Proximedia started to explore the benefits of providing outbound self service solutions to their clients they turned to Altitude. Outbound IVR has been seen to be very effective in delivering reminder notices, events information and initiating collections.

Using Altitude's outbound IVR, implemented with the Trunk Link architecture, Proximedia commenced dialing campaigns delivering reminder notices to customers. The next phase in Proximedia's Outbound IVR project will see TTS and ASR integration along with live agent transfer.

Altitude Solution's Advantages

- Software Solution**
An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software.
- Reliability**
With stability and reliability of Altitude uCI Proximedia has seen 99.94 up time.
- Suite Based but Modular Solution**
A component-based approach that allows for easy expansion.
- Intelligent Interactions**
Agents have access to relevant information in order to effectively manage interactions.
- Competitive Advantage**
Ease of use and speed of implementation offer a lower total cost of ownership.

Solution Description

- Altitude uCI 7.1 Assisted Server Platform
- Altitude Voice Outbound
- Altitude Voice Inbound
- Altitude Inbound & Outbound IVR
- Altitude uAgent Windows
- Altitude uSupervisor
- Altitude Script Developer
- Nortel Meridian Opt 6 Switch

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