inContact®

VECTOR BPO

Vector BPO Discovers A Competitive Edge Over Other Outsourcers

Vector BPO first looked into utilizing a Software-as-a-Service-based contact center solution when they shifted their business plans to move a major part of their outsourcing operations offshore. They wanted a solution that would temporarily bridge the gap while they had their premise-based equipment shipped over and set up in the Philippines. Fortunately, they realized that the inContact technology was not a stopgap solution – it was a bridge to a more competitive future. A future with technology that delivers »**advantages to building trust with clients through transparent reporting,** »**significantly quicker times to get outsourcing agents up and running for clients,** »**more upward and downward scalability to match clients' needs and** »**a full-featured and fully integrated solution with people who support and maintain the hosted contact center solution.**

VECTORBPO
People • Technology • Results

Business
US-managed, full-service contact center that provides high-end offshore outsourcing to medium-sized businesses
vectorbpo.com

Challenges
- Bring up new contact center in Philippines as quickly as possible
- Provide fully functional outsourcing at a price point accessible to medium-sized businesses
- Ability to scale quickly to meet customer's needs
- Provide a transparent reporting experience for customers

Results
- Online and operational in a single day
- Saved thousands of dollars initially over a premise-based implementation and project saving many thousands more each year
- Exceeded client's expectations by hiring, training, and bringing more than 100 agents online in 6 weeks
- Able to give clients more scalability options and flexible agreements
- Hosted management reports that both Vector BPO and their clients can see to monitor agents and operations

Outsource Like A Fortune 1,000 Company

Vector BPO is a US-managed outsourcing company located in Reno, Nevada and in Cebu, Philippines that specializes in providing the best full-service outsourcing experience for medium-sized companies. Paul Flannery, President and CEO, stated Vector BPO's mission for opening operations in the Philippines, "We wanted to create an offshore, outsourcing business to offer premier contact services to medium-sized businesses with the same efficiencies and cost benefits that until now only Fortune 1,000 companies have been able to leverage."

Bridging More Than A Gap

When Vector BPO decided to create an off-shoring model for their outsourcing contact center business, they looked at moving much of their premise-based equipment over to the Philippines, but it was going to take significant time and plenty of money, so they chose to look at a SaaS contact center provider until they could implement their premise-based system. Vector BPO went through four months of due diligence with more than 10 companies before deciding on inContact. Flannery explained, "The reason we chose inContact was to use it as a bridge, but once it was implemented, we realized that we didn't need our premise-based technology; in fact, that premise-based system is now sitting in my garage. inContact's technology is a very well-rounded, integrated and robust solution that was infinitely more scalable and less expensive than any premise-based system."

Transparency and Scalability

One of the traditional drawbacks of going with an outsourcing company is that you are handing off your business relationships to someone else and hoping everything goes well. You really have to trust your outsourcer to turn over such an important part of your business. However, inContact's technology can create a level of reporting transparency that can be accessed by all the stakeholders, creating the appearance that the outsourced agents are effectively the client's agents. Greg Meares, Senior

VP of Operations said, "What we pride ourselves on is a strong transparency model, so our clients can view what is going on with their business on a day-to-day basis. inContact gave us that ability to deliver transparent reporting."

This transparency comes from inContact reporting that provides both the outsourcer and their clients the ability to see impact vs. performance reports and a supervisor dashboard. These hosted reports range from floor reports and overview information to drilled-down report cards on individual agents. Flannery added, "We want our clients to be as involved as possible, because ultimately it is their business and we want to provide every opportunity to make them successful."

On the scalability issue, Flannery said, "It takes more time to get the phone line from the Philippines to the US than it takes for us, with the inContact solution, to scale up or down to our customers' needs. Our challenges are now more infrastructure-based, instead of technology-based – it's that virtual with inContact."

inContact's ability to scale at a moment's notice also allows Vector BPO to be flexible with the way they price their services for different clients. Flannery stated, "We can bill our clients by the minute, by the hour, by the day, by the month – any number of pricing scenarios are available, depending on what their needs are." This scalability gives outsourcers an important advantage, especially when their clients' needs change throughout the year.

Wow Factor! – Delivering More Than Expected To Their Clients

The inContact cloud-based solution is easy to implement and easy to bring agents up to speed. In speaking about the implementation, Flannery said, "It was drop-dead easy to bring up! It was so easy that I gave the manual to my IT Director and he read it over and said, 'It can't possibly be this easy!' But the system came up on the first day… it was that easy."

"It's an on-demand system. We were able to bring up three clients simultaneously with one being very extensive with 100 seats, which only took us about a month and a half to fully implement." Meares further explained, "That included everything from screening applicants, hiring them, training them internally, training them on the system and the application and making them productive." Meares mentioned how the client reacted, "The feedback from that particular client was that they experienced the 'Wow Factor!' 'Wow! – You can bring people together so quickly! Wow! – Reporting has never been better!' This client uses other outsourcing vendors and they complimented us on how much

we surpassed their expectations on how fast we were, how quickly we could make adjustments and the reporting data we provided them."

inContact's People Made A Big Difference

Another determining factor for going with inContact according to Flannery was inContact's level of support and dedication to their clients, "We chose inContact not only for the technology, but also for their people. You end up married to your vendor, especially when you're an outsourcer, because you're bringing on different kinds of clients with varying needs, so you're often going back to your technology partner to figure out how to meet the needs of your clients."

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Meares explained why inContact's people made a difference to their clients, "Sometimes we work with our customers to create customized reports and inContact's Professional Services has been really great to work with to make that happen for our customers – they say what they're going to do and they do what they say."

inContact's service and support programs have also made a big difference for Vector BPO. Flannery said, "inContact has great support. Our Service Delivery Manager has even been here in the Philippines to help us and to do additional training. Anytime we try to do something out of the ordinary or do something new, we send an email or make a phone call and we have an answer back that same day."

What Matters Most To Vector BPO

When asked to rank the benefits of inContact's solution, Flannery jumped in and said, "Having a fully-functional, fully-integrated system is very appealing to us. Everything works together, everything reports together. Second would be the ease of use, so our agents can spend more time being trained on our client's products and services and serving their customers. Scalability is probably third. Fourth would be transparency. Fifth is redundancy, because this system is a lot more redundant than any premise-based system."

Meares summed it up from his operational standpoint by saying, "And all this means is my team can deliver more for my client's customers. All these things help us focus on what is important – the customer."