IBERDROLA SUCCESSFULLY MIGRATES ITS CONTACT CENTER TO THE CLOUD

Caso de éxito

Iberdrola, a Spanish business group dedicated to the production, distribution, and commercialization of energy, was looking for homogeneity in a scenario of several suppliers that, for telephone channel sales, used their own technologies and methodologies. It also wanted to be able to analyze and structure the data to make strategic decisions. These requirements led the company to implement Altitude Cloud, from Enghouse Interactive, after winning the request for proposals (RFP) launched by Iberdrola. Today, **the solution is used by the 12 BPOs that have been easily incorporated into the project. Although the initial objective is to optimize outbound calls, the initiative is much more ambitious.**

Iberdrola was aware that in the situation in which they found themselves, it was difficult to consolidate the information coming from each outsourcer.

"It was difficult to perform a globalized and structured analysis of the data to make strategic decisions that would result in an improved customer experience".

-Gonzalo Estévez de Pablo, Head of Innovation and Technological Management of Customer Service Channels at Iberdrola.

IBERDROLA

> **We wanted to move from a sales management model in which suppliers manage sales with their own technology, to one in which we directly managed the business model with the implementation of a cloud solution. In this way, we could concentrate on the business operation and Enghouse Interactive on the maintenance and evolution of the technological tool".**
>
> **- Óscar Pascual de Castro, head of telemarketing at Iberdrola**

Extreme care was taken in the migration of the solutions since the telesales operation was underway and production could not be put at risk. This made it necessary to move to the new application in phases and to correct any deviations that might occur with respect to the modus operandi in each BPO with each new incorporation. A positive element was the incorporation at the moment of new BPOs into the activity in the channel due to its growth, which helped to mature the new ecosystem.

Likewise, the incorporation of equipment in each new BPO was also gradual, pursuing zero risk of the loss of production capacity.

In addition, to ensure success, specific training in the use of the platform and the new business model was provided for each new incorporation.

KEYS TO SUCCESS

It was complicated to manage the expectations of each organization that had already been working under other conditions. In any case, having sufficient experience, clear objectives, and a strong service vocation from the three parties (BPOs, Enghouse Interactive and Iberdrola), allowed the deployment to be a success.

Today, BPOs work with common processes and arguments and with a single reporting source, and Iberdrola has control of the process and procedure. Any change in the business model is implemented at the same time in all BPOs, avoiding delays and cost overruns, greatly minimizing the probability of error by not having to face these tasks at several different points.

✓ WHEN COLLABORATION FLOWS

Shortly after Iberdrola acquired Altitude's solution, Enghouse Interactive bought Altitude and the entire Enghouse management and employees were put at their disposal to move forward and reach a common goal. The goal was for the agents to have a centralized and globalized solution to be able to sell Iberdrola's products.

✓ TOOL IMPLEMENTED

Telesales is a highly regulated activity, in this case, the client needed to be able to adapt the business model to new regulations, so Enghouse Interactive's Altitude solution makes it easier for the company to guarantee its work within the scope and deadlines they were required to meet.

"It is a modular, scalable, rapidly deployable solution that enables unified management of all end-user interactions. Our customers only have to worry about maintenance and can focus on their core business. It also offers a cost-effective pay-per-use model".

-Maite Martín - Customer Success Manager en Enghouse Interactive

IBERDROLA'S TELESALES OPERATIONS IN THE CLOUD

This project allowed Iberdrola to gain operational consistency, flexibility, and a much shorter time-to-market than in the previous scenario. Altitude Cloud gives them improved management of their activity and they have optimized operability, as **they have centralized all information and all suppliers are connected to a single point.**

It should be noted that the platform has the capacity to be used by more than 2,000 concurrent workstations. It is currently used by 1,200 agents.

The success of the implementation was soon reflected in specific points, such as having results that can be trusted, precisely because of the solidity that comes from having all the BPOs working in a single environment.

For Iberdrola, there are no impossible gaps in some important indicators in our activity, such as conversion or the useful contact ratio. Of course, there are still differences between the different teams, but they are reasonable, whereas before everything was highly dependent on the criteria and information in each BPO.

Enghouse Interactive

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software and services, delivering optimized customer services and transforming the contact center from a cost center to a powerful growth engine. Our practices and solutions enable companies to meaningfully leverage everyday customer interactions to extract critical insights that increase customer loyalty and uncover new profitable and valuable opportunities.

Supporting more than 10,000 customers, in 120 countries, Enghouse Interactive operates in compliance with local regulations and supports any telephony technology, whether deployed on-premises or in the cloud, ensuring that our customers can be reached by their customers - anytime, anywhere, and through any channel.

Enghouse Interactive

www.enghouseinteractive.com
contact.spalat@enghouse.com