



ICT Global Interactive:

ACTIVE ALERTS

Bottom-line Solutions Designed to Reduce Costs and Increase Revenue.

Easy-to-implement Active Alerts Service:

- Scalable, flexible hosted service offering.
- Eliminates up-front capital expenditure.
- Leverages IT support staff and **global operating infrastructure** of outsourced service provider.
- Eliminates risk of obsolescence.
- Multiple, networked facilities worldwide linked to **centralized IT/data centers** and protected by **hardened disaster recovery/data redundancy systems**.
- Easily interconnects to client host system and existing IT architecture.

Service calls *from* customers can be the lifeblood of some businesses. But, other types of repetitive, low-value status inquiry calls can consistently sap the bottom line because they don't result in incremental revenue. Further still, other customer communications that have the potential to generate revenue are simply too costly to make using live agents.

The Solution: Active Alerts

ICT Global InteractiveSM has developed a highly targeted, cost-effective solution for a wide range of applications that can directly affect your bottom line.

Active Alerts are an efficient, cost-effective way to handle many routine but necessary customer interactions that are currently being handled by costly live agents. When used in place of outbound live agent calls, Active Alerts can automatically update customers regarding changes to their accounts or to inform them of new events, and can actually reduce live agent call volumes by proactively providing customers with the information they are seeking before they call your 800 number. Many of these calls can be seamlessly integrated with your own in-house contact center, allowing live agents to concentrate on more complex calls and thereby having the potential to reduce your headcount.

Average cost of inbound live agent customer service call:

\$4.00 to \$6.00 per call

Average cost of outbound automated Active Alerts:

\$.10 to \$.15 per alert

Estimated monthly savings, using Active Alerts to pre-empt routine but necessary calls to live agent resources:

\$3.9 Million to \$5.9 Million*

* Estimated cost savings based on 1 million customer interactions/calls per month.

Active Alerts can be used to pre-empt a number of routine calls currently being handled by live agents, resulting in significant cost savings and improved operating efficiency.

Even with Active Alerts as a means to reduce costs and improve operating efficiency, many companies realize that it is still critical to give customers the option of speaking with a live agent, if necessary. Customized Active Alert applications can be developed to achieve this, offering customers the option of transferring to a live agent by simply pushing a button and being connected to your live operator support staff.

Active Alerts are not only effective for increased revenue generation and loss prevention, but they can also be used as a focused, defensive strategy for helping to reduce the number of inbound calls currently being handled by live agents.

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Collections

From friendly reminders through early and late stage, disconnect, recoveries and skip trace, Active Alerts can cost-effectively enhance collections for most companies and industries.

Active Alerts work because they:

- Improve collections productivity and effectiveness.
- Automate straightforward "easy" accounts, leaving the more complicated, sensitive calls for live agents to handle.
- Authenticate the right party, qualify willingness to act and accept payments by credit card, debit card, ACH or transfer to your existing automated payment system.
- Are polite and perceived by customers as less threatening than a live collections agent, yet are persistent and unwilling to make concessions.

Although collections are an obvious application for every business, Active Alerts are especially effective at preventing non-productive, repetitive calls that can cut into the productivity of customer service personnel without resulting in increased revenue or marginally improved customer satisfaction.

Non-collections Loss Prevention

When time is money, or when some sales channels have higher fraud rates than others, Active Alerts can substantially reduce costs by preventing losses.

- Reduction in no shows or rescheduled appointments, by proactively alerting customers to remind them of previously scheduled appointments.
- Online order verification.

Cost Prevention

- Notification to bank customers who routinely check to see if deposits (for example, Social Security) have been made.
- Notification of expected shipment arrival date for customers who might otherwise call for a status update.
- Notification of payment received.
- Notification to new customers when their application has been approved (e.g., mortgages, memberships).

Sales

Active Alerts can increase sales, shorten the selling cycle and reduce the chance that customers will purchase commodities from a competitor. And, since Active Alerts are integrated with your own in-house contact center, the sale can be completed in a single call.

- Customer notifications to spur repeat purchases of products bought on a predictable cycle (for example, time since last purchase, seasonal purchases, prescription refills, etc.).
- Reactivation of dormant accounts.
- Notification of new goods, expected shipment/delivery dates, sales, etc.

Benefits of Active Alerts Service

- Reduced customer service and collections headcount
- Reduced operating costs
- Increased revenue
- Improved job satisfaction for live agents
- Improved customer satisfaction and retention

ICT Global InteractiveSM is the customer relationship management (CRM) technology solutions organization of ICT Group, a leading global provider of customer management and business process outsourcing solutions with 40+ operations centers and over 14,000 sales and service representatives worldwide. Backed by ICT Group's over 20 years' experience and solid financial performance, ICT Global Interactive provides interactive voice response, advanced speech recognition, automated alerting and Web-self help services as well as e-mail management, contact management and sales force automation, collaborative Web browsing and other hosted CRM technologies, available for use by clients at their own in-house facilities or in conjunction with ICT Group's fully integrated outsourced contact center operations.

To learn how Active Alerts from ICT Group can enhance your bottom line, call 800-201-1085 or e-mail info@ictgroup.com



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