

Case Study

Foschini

Foschini Optimises Call Centre Efficiency and Right-Party Contacts with PerformanceEdge® Campaign Management from Aspect.

The Company

The Foschini Group provides lifestyle products that range from fashion, jewellery, accessories, cosmetics, sporting and outdoor apparel and equipment to homeware. They operate more than 1,200 stores, making Foschini the foremost specialty retailer in South Africa. The company operates a single contact centre with more than 300 agents managing telemarketing and collections. Segmented by business processes, the contact centre agents handle a blend of inbound and outbound interactions.

The Business Challenge

The Foschini Group's debt collection call centre, a division of the company's financial services arm (FGFS), wanted to improve general efficiency and increase the number of right-party contacts by an initial benchmark of 15 percent. With bad debt being a huge problem in South Africa, it is becoming increasingly important to be able to contact customers directly and on the first attempt.

The Solution

Having a 15-year working relationship with the technology company CEB Group, Foschini consulted with them to help identify the right solution that would best meet their specific collections needs. CEB, in conjunction with Aspect, proposed Aspect® Campaign Optimizer™. Aspect Campaign Optimizer is a sophisticated Best Time To Call solution that helps companies achieve the levels of successful, quality contacts needed in order to develop, execute and manage high-yield collections, sales and proactive customer care campaigns. Aspect Campaign Optimizer, the campaign management capability of PerformanceEdge, improves decision making with real-time and historical business intelligence that can be used to refine and improve campaign strategies, leverage agent resources with automated workflows, as well as proactively move contact records to the next step of the interaction lifecycle.

In addition, Foschini was already using two other Aspect products- an Aspect Dialler and Aspect® Spectrum® ACD - so it would be very easy to integrate Aspect Campaign Optimizer with the company's existing Aspect platforms. Fifteen years ago, Foschini started with 12 agents on an Aspect product. Today, the company has more than 300 agents on the Aspect Dialler product.

The product's sophisticated patented algorithms track call result history over time and this information enables Foschini to predict the best number to call and the best hour of day to reach the person at that number.

It also provides robust filtering and prioritisation capabilities to ensure regulatory compliance, such as Do Not Call requests to make sure Foschini's calling efforts are directed at receptive customers. Using this targeted information, Aspect Campaign Optimizer creates optimised outbound calling strategies according to the company's campaign objectives and prioritised by criteria they specify. The optimised accounts are then fed to the Aspect Dialler for execution, dynamically adjusting record levels as agents log in. The entire process is automated and there is no sorting on the dialler required during optimisation. The result for Foschini is reduced call attempts with improved campaign results, which translates into more money collected, higher sales per hour and improved customer contact with lower telecommunication charges.



"Another reason we recommended Aspect Campaign Optimizer was because it would give the contact centre a more scientific approach to tracking down customers, rather than just churning through the accounts."

Anton Wasmuth
CEB

Products

- PerformanceEdge - Aspect Campaign Optimizer
- Aspect Dialler
- Aspect Spectrum ACD

Results

- Boosted contact efficiency by increasing right-party contacts by 18 percent.
- Outbound calling strategies optimised.
- Enhanced agent productivity.



All of these capabilities combined to help Foschini make the decision to implement Aspect® Campaign Optimizer™ in their contact centre to improve their collections processes

The Results

The proof of concept (POC) went smoothly, with seamless integration from a technical perspective. Collections manager of the Foschini Group, Alma Fouché, explains that once the staff learned the new approach, working with Aspect Campaign Optimizer began to bring big benefits.

“We have adapted and feel Aspect Campaign Optimizer was a worthwhile investment. It’s essentially the ‘brain’ on top of the dialler, which calculates and synchronises the call centre hours, the number of agents and accounts, the required number of calls per hour and also re-optimises calls from first-choice to second-choice, ensuring that agents are utilising their time and being efficient, as it’s unproductive to leave messages.”

CEB ran the POC for six months and attained the benchmark that was set, showing, on average, across all dialler feeds, an improved Right Person Contact lift of 18 percent. Foschini has now been running PerformanceEdge® - Aspect Campaign Optimizer live for about several months. To date, Foschini has attained an average lift across the board of 15 percent, which equates to +/- \$1.5 million per collection cycle.

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About Foschini™

Foschini Limited is an investment holding company whose core business focus is retail and financial services. Comprising 13 companies trading in over 1,500 stores throughout South Africa, the group brings a lifestyle range of brands that are prominent household names into the retail market. The ratio of cash sales to total turnover approximates 33% and the external financial services division offers pre-approved loans, mainly to qualifying customers of merchants outside the group.

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact centre. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

