



## inContact boosts Sitel's agent rating

Leading contact center software provider inContact has increased the agent efficiency rating of top global business process outsourcing (BPO) firm Sitel after implementing its customized training and communications solutions, Sitel said in a report.

Using inContact's Learning and Coaching Solutions, Sitel said its home-based agents have enhanced their training efficiency, improved collaboration with call center supervisors, and reduced training costs within its first six months of implementation.

"We're continually finding new ways to mean more to our clients and deepen the value we provide while we reduce costs and improve customer service quality. inContact has rapidly proven to keep our home-based agents in tune with the latest industry and product trends, ensuring we're delivering the highest return on investment, with each and every call," Sitel president Bert Quintana said.

Home-based agents completed thousands of eLearning and eCoaching courses, which enabled them to acquire product knowledge and industry best practices significant to meet customer needs, increase conversation time, and accomplish key performance indicators, improving agent efficiency focus and creating immediate value for the world's most renowned brands through the timely delivery of ongoing education during agent wait times.

Agents have also been found to spend more time on the phone than in training. In addition, creation, management, and analysis of training modules have decreased on the part of the coaches or the training supervisors.

"inContact has always focused on creating technology platforms that would generate customer satisfaction at a lesser cost without sacrificing quality. Our goal is to remove the complexities of maintaining a call center that are flexible enough to change with different business needs," inContact CEO Paul Jansan noted.

In the Philippines, inContact is providing the same opportunities to help BPO companies efficiently manage customer needs and raise customer satisfaction to a higher level through offering cloud-based contact center software solutions.

— Mary Ann Reyes