



Zinc Group

Compliance and Close Customer Communications

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Business Process Outsourcer

CUSTOMER PROFILE

UK-based credit control, recoveries management, and business processes company

GOALS

Required a platform which supports effective customer communications plus compliant ensuring customers are dealt with sensitively at all times.

SOLUTIONS

Enghouse Interactive Outbound Communicator and Real Time Speech Analytics.

BENEFITS

- Reporting capability helps effectively tune the solution to provide key details about call outcomes
- Ensures that agents are fully compliant with all stipulations by the end of the call and used language that complies with prevailing legislation.
- 100% improvement in sampling, reviewing and scoring interactions providing an effective audit call process.
- Moving beyond pure compliance to a closer, more empathetic engagement with the customer.

Enghouse Interactive Helps Zinc Group Achieve Collections Success

Founded in 2008, Zinc Group is a UK-based credit control, recoveries management, and business process outsourcing company operating in both the B2B and B2C arenas with offices in Glasgow and Stratford-upon-Avon. Its focus is on understanding its clients' needs and delivering innovative solutions that help build success both for them and for their customers.

With credit management and debt recovery core to the Zinc Group's operations, it is vital that it deploys technology that not only supports efficient and effective customer communications but that is also compliant with industry regulations and can help ensure end customers are dealt with sensitively at all times.

The need for compliance is certainly a key and increasingly important element of this. As Dougie McManus, CEO of Zinc Group puts it: "compliance is one of the hottest topics in collections today but it is also an area that has undergone a shift in focus over recent years. The industry used to be regulated by the Office of Fair Trading. Over the past year, there has been a transition over to the Financial Conduct Authority (FCA) – and in tandem a shift to an even greater emphasis on treating customers fairly."

"Today, there are compliance requirements around incoming expenditure, finding out the financial circumstances of the client and ensuring that the arrangement that the provider makes with the client meets their financial affordability model."

That's why Zinc Group was quick to recognise the potential of the latest outbound, quality monitoring, call recording and speech analytics solutions in helping to ensure that companies operating in the debt recovery space are compliant in all of their dealings with customers. It's also the primary reason why Zinc Group now relies on Enghouse Interactive Outbound Communicator and Quality Management solutions, and, in particular, the call recording and speech analytics technology embedded in the vendor's Real Time Speech Analytics solution, to deliver a fully compliant, high-quality service to customers.

Keeping in line with legislation

With the introduction of the new increasingly stringent FCA regulations, for many companies in this space the need for compliance is almost always top of mind – and the Enghouse Interactive solution helps Zinc Group stay ahead of the curve on all requirements.

This is where the Real-Time Speech Analytics adds competitive advantage by indicating live during a call, when important or mandatory information has been missed or incorrectly stated. This helps ensure that contract terms are explained correctly, for example, and in some cases stops agents giving advice which could potentially be misconstrued. All of this helps to deliver compliance while helping to reduce customer disputes.

If the Enghouse system identifies additional requirements – for example with vulnerable cases – then sub-menus are brought up for the agent to tick off. Such a visual representation means that, as the call is drawing to a close, the agent can see if there are a number of elements that they still need to go through, so they are constantly being coached and encouraged to learn how to do things in the best way.

“Enghouse Interactive Real Time Speech Analytics has been invaluable to us,” continues McManus. “This kind of technology and approach is key in ensuring that agents are fully compliant with all stipulations by the end of the call. Crucially, the call does not have to be rigidly scripted. It is important that the conversation is natural and not stilted, of course but the technology allows the agent to ensure that they are using language that complies with prevailing legislation.”

With the Real Time Speech Analytics solution in place, every agent can see an on-screen bar prompting them of the various elements that they need to include. As they complete them, they are ticked-off and physically leave the bar to indicate that they are complete.

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It's not about compliance make sure you are treating customers fairly

This element of speech analytics is of course critically important but for Zinc Group compliance is just the first level of this key focus on treating the customer fairly. And speech analytics is now enabling the company to move beyond the regulatory requirement to concentrate on soft evaluators such as cross-talk, conversational tone, the volume of speech and the level of stress demonstrated by the participants. Specifically, the Enghouse solution gives Zinc Group the tools to quickly identify when the customer starts to cross-talk; becomes more agitated or begins to raise their voice, enabling it to tailor its own approach to engagement accordingly.



Bespoke solutions add value

When it comes to compliance, of course, the critical capability of any call recording or speech analytics solution is flexibility. Each and every client, even when they are operating in the same broad sector, will have slightly different regulatory requirements. That's especially important for an outsourcer like Zinc Group that has multiple different clients – primarily in the large global financial services space – all with their own distinct needs.

The Enghouse Interactive solution is well-suited to such scenarios as it can be tweaked at the configuration stage to meet the specific needs of every Zinc Group client. This takes pressure off agents who no longer have to remember the specific idiosyncrasies of all their accounts or the differences between them; reducing the chance of manual errors and helping to avoid the potentially major repercussions of failing a client audit.

“Ultimately, the blend of call recording, speech analytics and outbound dialling technology effectively supports a new approach to debt recovery and collections that drives compliance with the FCA’s new regulatory regime but also focuses on taking the theme of treating customers fairly to another level, moving beyond pure compliance to a closer, more empathetic engagement with the customer.”

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Evaluating a greater percentage

Another major benefit of the Enghouse Interactive solution is that it allows Zinc Group to assess a much greater proportion of calls than would have been possible before. This in turn helps to ensure that agents are delivering the required outcomes and results to clients and to customers.

In the past, because of the inherent limitations of the technology and the processes that Zinc Group employed, the company had been able to only take a very small proportion, approximately 1-2% of every agent's calls to sample, review and score. With the Enghouse Interactive Real Time Speech Analytics solution, however, it is able to grow that figure significantly to almost 100%. This provides an audit call process that is effectively able to cover the vast majority of calls rather than just a small sample.

More than just analytics

In addition to leveraging Enghouse Interactive's speech analytics capability, Zinc Group now also makes extensive use of the vendor's Outbound Communicator solution, which offers fully compliant Ofcom predictive dialler technology delivering high performance, extraordinary flexibility and user-friendly operation for dynamic outbound campaigns.

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“One of the great benefits of this tool is its reporting capability,” McManus adds. “We can effectively tune the solution to provide us with key details about call outcomes, so, for example, did we speak to the right contact, if we did was a promise made, was a call back arranged, etc.? It also plays a key role in advancing our twin focus on customer service quality and compliance.”

“Ultimately, that's what this blend of call recording; speech analytics and outbound dialling technology gives us. It effectively supports a new approach to debt recovery and collections that drives compliance with the FCA's new regulatory regime but also focuses on taking the theme of treating customers fairly to another level, moving beyond pure compliance to a closer, more empathetic engagement with the customer. ”

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact centres, outbound, self-service, attendant operator consoles and quality management. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

