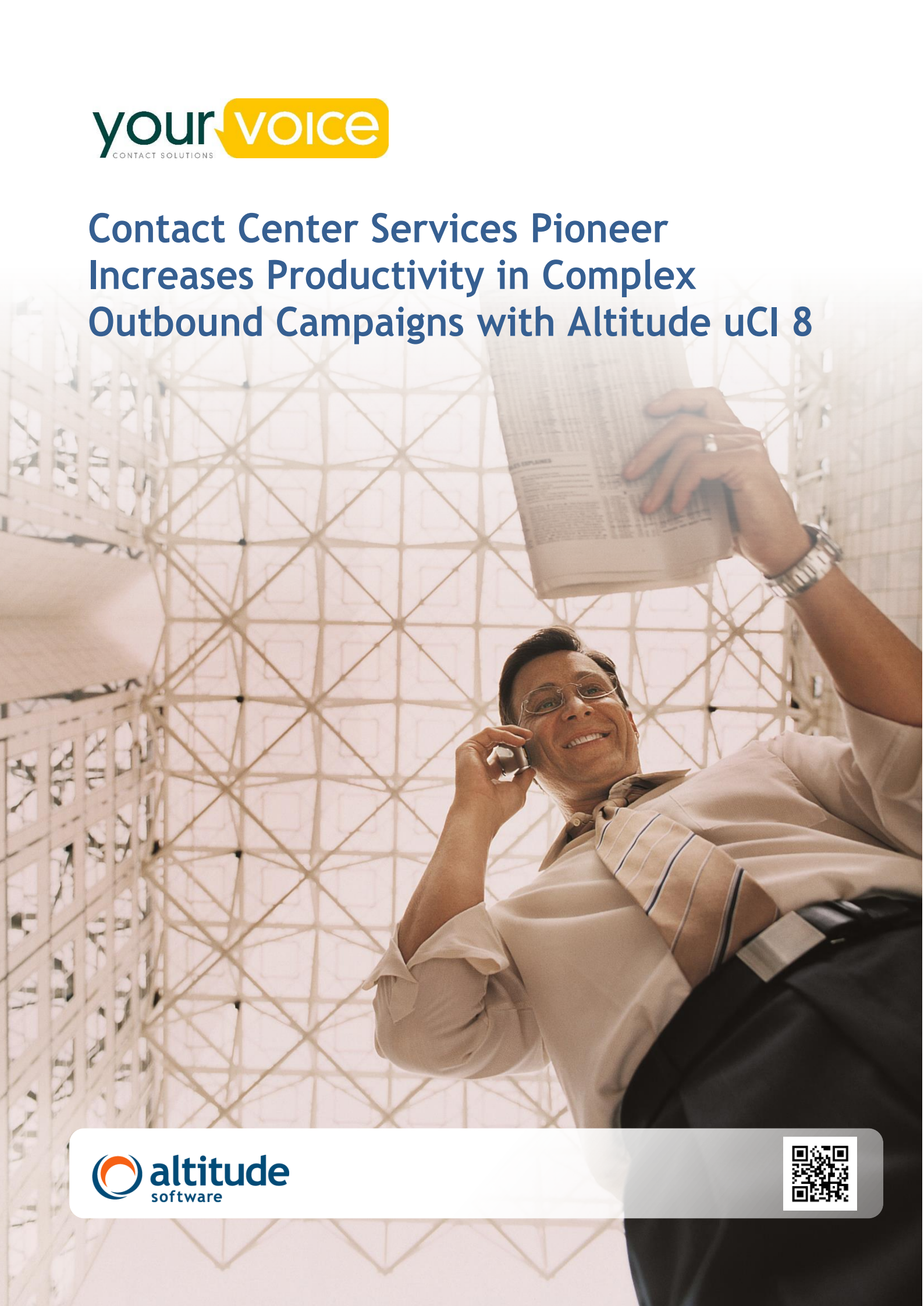




Contact Center Services Pioneer Increases Productivity in Complex Outbound Campaigns with Altitude uCI 8





YOURVOICE is an innovative contact center services provider in Portugal. It was a pioneer as it was the first contact center to offer its services relying entirely on VoIP solutions (powered by Altitude Software). Operating since 2007, it employs 500 agents in two sites, experiencing sustained growth in the market, with leading companies in Telecommunications; Financial Services and Services, as customers.

YOURVOICE services include customer service inbound calls (including post sales and sales support services, information services and help desk); telemarketing (including customer acquisition, customer retention and renewals, appointment scheduling, new product and services promotion and sales campaigns, etc.) and other services like: database management, form and mailing management; voice messaging recording and management, IVR support, etc.

Leveraging Altitude Solutions for Cost Effectiveness

YOURVOICE business model and value proposal to customers is based on results and on achieving high productivity levels directly related to business outcomes and customer goals. YOURVOICE focuses on each customer at a time, developing campaigns and a set of control procedures based on each customer's needs. "Our customers want flexibility and they prize the ability to respond fast to new business needs. We focus on each customer's and each campaign's specific requirements by establishing specific KPI's that we monitor in real time, always seeking to lower costs and improve business outcomes" states Mr. Ricardo Delgado, CEO of YOURVOICE.



"Altitude uCI 8 solution made us more productive and effective in customer acquisition campaigns with complex requirements. We were able to boost campaign performance with more accurate targeting and customized monitoring in real time. This enabled us to become faster and better at adjusting operations for higher returns".

Paulo Cera;
CIO at YOURVOICE

YOURVOICE entered the market promising better results and more cost-effectiveness for its customers. From the start, it has been leveraging Altitude Software's business model and 100% IP solutions to keep this market positioning, with a reduced initial investment, high flexibility, and by aligning costs with business incomes. "By using the Altitude uCI 8 together with the Altitude vBox

communications platform we have been able to optimize our business performance and to increase the profitability and productivity of each agent” refers Mr. Delgado.

Altitude uCI 8 has been making a difference by helping YOURVOICE manage and apply business intelligence in outbound services. Campaign creation, replication and management became faster and more intuitive. YOURVOICE is benefiting from advanced functionality to analyse real time data, change segmentation and accelerate campaign returns. “We find that Altitude solutions have helped us achieve above market average results with lower costs, helping us meet and even surpass customer expectations” says Mr. Delgado. **Creating Great Customer Relationships**



Better Management of Complex Outbound Campaigns

“Altitude uCI 8™ solutions made us more productive and effective in customer acquisition campaigns with complex requirements” states the company’s CIO, Mr. Paulo Cera. “We were able to boost campaign performance with more accurate targeting and customized monitoring in real time. This enabled us to become faster and better at adjusting operations for higher returns”.

Altitude uCI8 management algorithms help better evaluate resources, tasks, skills, and achieve compliance, to deliver better business results, while using powerful predictive, power and preview dialling solutions. “YOURVOICE can achieve improvements in contact center performance by adjusting operations to key performance indicators in real-time across campaigns” states Mr. Cera.

Customer Data

- Innovative contact center services provider in Portugal;
 - Operating since 2007, first contact center outsourcer in Portugal to rely entirely on VoIP solutions;
 - 500 agents in two sites,
 - Leading companies in Telecommunications; Financial Services and Services, as customers.
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Project Profile

- Altitude uCI 8 to manage and apply business intelligence in outbound services, while enabling campaign creation, replication and management to become faster and more intuitive.
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YOURVOICE Contact Solutions relied on Altitude Software to set up, from scratch, a very flexible but powerful operation for the competitive contact center outsourcing market. Ricardo Delgado acknowledges the importance of the Altitude Software partnership: “With Altitude Software, we have been able to have a high-productivity, low investment contact center. Altitude solutions allowed us to successfully cope with growth with little additional equipment costs, while continuing to ensure competitive quality contact center services to customers.”

Business Benefits

- Improved ability to analyze real time data, change segmentation and accelerate campaign returns.
- More productive and effective customer acquisition campaigns with complex requirements
- Faster and better at adjusting operations for higher returns.

Solution Profile

- Altitude uCI
 - Altitude vBox
 - Altitude Dialer
 - Altitude uAgent with Workflow
 - Altitude uSupervisor
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Altitude Software

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