

# Case Study:

## KCG Call Centers Outbound Campaign Management



KCG Call Centers provides outbound telemarketing services as well as inbound customer support services to a wide range of clients in different market segments. KCG Call Centers required a solution to launch multiple outbound campaigns without disrupting their existing operations. Management and performance reports are critical for their operations, as well as ensuring that they are meeting service level agreements for their clients.

“Using the ôBelyx service from 3CLogic enabled us to execute several campaigns that produced win backs and generated revenue. And we instantly measured customer satisfaction using ôBelyx’s dashboard.” – [Kathy Kavanaugh, VP Operations](#).

### Problems

- Match outbound calling capacity to highly fluctuating demand without disrupting existing operations.
- Build an outbound call center quickly with minimal start-up costs.
- Implement a robust predictive dialer for surveys and telesales.
- Seamless solution that works with existing leads lists in various formats.

### Implications

- Increased ability to handle large number of outbound calls.
- Use VoIP for remote agents and to keep telephony costs low.
- Low capital cost and up or down scalability without long term contractual commitment.

### Solution

- ôBelyx, which is a Software As A Service (SAAS) offering from 3CLogic helped them increase their outbound calling capacity in a matter of days.
- Robust Predictive dialer helps agents increase their talk time by as much as three times.
- Turnkey solution provides everything in a single bundle to include local and long distance phone calls, predictive dialer software and state of the art dashboard and analytics.

### Result

- ôBelyx contact center solution enabled KCG call centers to maximize ROI by managing contact center activities more efficiently than traditional contact center technology — enabling KCG to both reduce costs and support growth.
- ôBelyx offered increased business flexibility by scaling the number of seats to match demand. KCG Call Centers executed on several campaigns to produce wins and generate revenue.
- Real time and consolidated reporting helped supervisors get timely information on performance and productivity.