



New Contact Center Solution Helps SAAQ Improve Customer Service

BCE Elix, a leading North American specialist in contact center solutions, and the SAAQ (Soci  t   de l'assurance automobile du Qu  bec) announced today the deployment of a new contact center solution that has improved customer service while enabling great savings.

Montreal, Qu  bec ([PRWEB](#)) January 14, 2005 -- With 10 self-service applications, intelligent routing, a quality monitoring system, and a new IVR (Interactive Voice Response), the SAAQ has greatly improved its service and has reduced the number of unanswered calls from 30% in November 2002 to 3% by the end of the project in December 2004.

"The SAAQ handles more than 3 million calls annually," stated Louise Guimond, Vice-President, Customer Service at SAAQ. "Modernizing our telephone services enabled us to better respond to customers' needs, while considerably improving the quality and timing of our services."

The project began in November 2002. The SAAQ was seeking to deploy a contact center solution that would help it respond to an ever-increasing call volume while improving the efficiency and effectiveness of its call centers, regardless of the location of the 220 agents based in Montreal and Quebec. At the beginning of 2003, SAAQ also wanted to add a new call center site, located in Murdochville. These projects aimed to help the SAAQ achieve its service objectives, in particular, to answer all calls within three minutes and to answer e-mails within two working days. BCE Elix implemented the contact center solutions and unified the three sites into one "virtual" center.

"The project includes a new IVR platform that provides 10 self-service applications in French and English," said Pierre Gagnon, Director of Customer Information at the SAAQ. "With this new platform, it is now possible to handle 650,000 calls per year, which represents an increase of 50,000 calls. The intelligent routing from Genesys Telecommunications Laboratories sends calls to the agents with the required skills according to the information or administrative service requested by the caller. An information screen pop opens at the agent workstation with the customer history, using information gathered from the IVR and our databases. This application was custom-designed for the SAAQ and enables appropriate information to be read directly on the screen without the agent having to retype it. This application alone saves 10 seconds per call  an amount of time that becomes important when you consider the total call volume."

"We were looking to implement the most appropriate solution for the business requirements of the SAAQ. This project involved work and close collaboration between the management of IT and management of customer information at the SAAQ and the various BCE Elix services, such as consultation, training, and support and maintenance," said Yves Simard, Executive Vice-President, Professional Services, at BCE Elix. "We would also like to congratulate the SAAQ for winning such prestigious awards as the Fl  che d'or and the jury's pick Nordia Trophy, sponsored by the Association of Relational Marketing, a coveted medal at GTEC for best public service implementation and a first prize from the Institut d  administration publique du Qu  bec."

About SAAQ

The mission of the Soci  t   de l'assurance automobile du Qu  bec (Qu  bec's automobile insurance corporation) is to protect people against the risks inherent in use of the road. To this end, it sponsors activities for accident prevention and promotion of road safety; it controls access to the Qu  bec highway system and collects related fees; it monitors highway carriers of goods and passengers; and it provides compensation and



rehabilitation services for road accident victims.

www.saaq.gouv.qc.ca

About BCE Elix

BCE Elix is a leading North American specialist in advanced contact center solutions, with the largest team of contact center specialists. BCE Elix excels in delivering solutions with strong return on investment by addressing all facets of contact centers such as management, system integration, training, and maintenance. BCE Elix recognizes the importance of understanding its customers' business challenges, advising them on the different contact center trends, and helping them to develop strategies that address their business issues. By being 100% focused on delivering the most efficient contact center solutions, BCE Elix has become the trusted advisor to its customers in their contact center strategies and operations.

www.bceelix.com

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