

Case study



Eficasia is one of the largest BPOs in Mexico, providing inbound and outbound contact services for some of the largest companies and public entities in the country. Eficasia is a part of Iké Grupo Empresarial, a multinational company with over 30 years of service experience in Argentina, Colombia, Brazil, and Mexico.

Industry: BPO

Website: www.eficasia.com

Location: HQ in Álvaro Obregón, Mexico

Size: 6,000

Over 50% of reporting-related staff hours cut by automation



3 Become 1

3 Siloed Solutions
consolidated onto one platform

Agent screen reduction
from three to one

NiCE Solutions

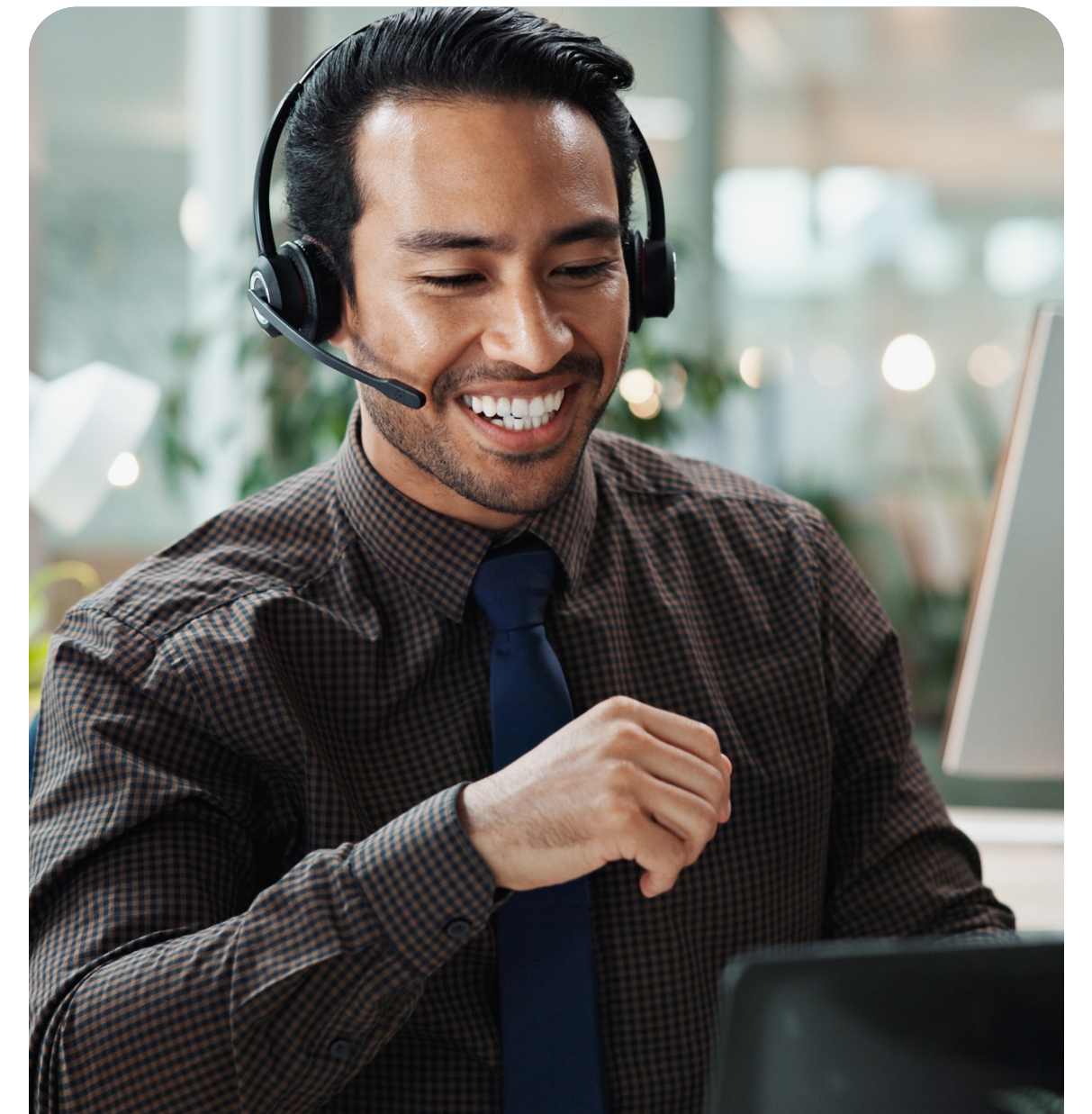
- CXone Mpower platform
- Interaction Analytics

Challenge

When your operations are as complex as Eficasia's, which delivers contact center support for some of Mexico's largest companies and most critical social services organizations, an integrated solution architecture is vital to managing 6,000 agents engaging with millions of customers. Eficasia's legacy architecture was compounding the complexity of its operations: Channels were siloed, reporting was manual, and agents had to scan three different screens to get the full customer journey.

Solution

With NiCE CXone, Eficasia moved its voice operations to the cloud and connected its channels through one, easy-to-use dashboard that empowers agents to provide a more cohesive customer experience. Automated, integrated, real-time reporting enabled Eficasia to cut its manual reporting efforts in half and promote smarter workforce management efforts. Eficasia is leading with AI as it works to maintain its edge in a new competitive landscape marked by AI-powered speed and efficacy.



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Our agents had three screens, but our customers only have one. When it comes to important social services, our customers don't care how complicated our dashboards are—they just want a cohesive experience from agents that care.”

Alexandro Espinosa Chavez,
Director of IT, Eficasia

