completeRECOVERY

CRC gets rapid results with compliance-first, always-scalable NiCE Outbound Engagement

Faced with a need to scale its outreach efforts while ensuring continued regulatory adherence, visibility, and agent productivity, CRC adopted Outbound Engagement, a cloud-based solution designed for scalability, centralization and proactive personalization. The solution integrated omnichannel engagement management, customization, built-in compliance safeguards, complex automated routing, branded caller display, and speech analytics to strengthen efficiency and customer experience. Results were rapid and measurable: crowdsource-based hiring accelerated staffing at scale, typical go-live times were under a week, and Outbound Engagement improved contact rates and conversions while reducing operational costs. CRC quickly moved from last place to first among seven vendors after implementing the advanced outreach solutions, a turnaround made possible by the partnership and dedication of the Outbound Engagement team.

<2 days
for remote campaign launch

<1 week
deployment with an on-site team

90 days
from last place to market leader

Improved
contact rates and conversions

Reduced
operational costs

Customer profile

About
Complete Recovery Corp (CRC) is a US-based asset recovery company serving many of the world's largest telecom providers. Founded over 20 years ago, CRC evolved from traditional debt collection to a full-service recovery and collections partner, including BPO services.

Industry
Collections

Website
completerecoverycorp.com

Location
Salt Lake City, UT HQ

Size
Hundreds

Products
• NiCE Outbound Engagement (formerly NiCE LiveVox)

Goals
• Grow revenue and client base
• Enable compliance at scale
• Support omnichannel collections and remote agents
• Provide outstanding customer experience

Features
• Best-in-class IVR solutions
• Digital and voice integration
• Built-in regulatory and business compliance controls

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01 Before
Managing massive outbound volumes across multiple platforms

CRC offers a range of specialized services designed to balance client needs with operational effectiveness. Its equipment recovery programs are customer-experience-oriented, relying on soft, service-focused scripting to maintain positive interactions. In first-party collections, the company has tailored its approach to align with each client's brand and communication style, while strictly regulated charge-off collections are conducted with maximum compliance safeguards. Supporting these efforts, the company was managing massive outbound volumes of more than 150 million dials annually using multiple contact center software platforms such as Caesar, Five9, and Noble.

02 Desire to change
Obstacles to scaling outreach with legacy systems

CRC faced the pressing need to scale its outreach efforts while ensuring that compliance, visibility, and agent productivity remained intact. However, reliance on several legacy systems posed a significant obstacle. These platforms made it difficult to maintain billing accuracy, adhere to regulatory requirements, and consistently meet client service standards. Reliability issues further compounded the challenge, creating inefficiencies that limited the organization's ability to operate at the desired scale in a competitive environment.

At the same time, CRC recognized the importance of evolving to meet modern customer expectations. The company required a more effective way to support omnichannel interactions, empower remote agents, and drive growth across diverse industries such as telecom, banking, and healthcare. Achieving these goals was essential to delivering a top-tier customer experience, one that could balance operational scalability with regulatory compliance and service excellence.

03 NiCE solution
Switching to Outbound Engagement for scalable, regulated outbound customer engagement

CRC selected Outbound Engagement for its proven ability to deploy quickly, operate at scale, and deliver measurable outcomes. The solution distinguished itself with a compliance-first design, implementation that offered unmatched agility and flexibility, and scalability to support complex campaign management. Its reputation for best-in-class compliance and reliability made it the right fit for CRC's operational needs.

Purpose-built for personalization and customization, Outbound Engagement provides cloud-based, largely self-configurable functionalities. It integrates easily with both internal and third-party applications, while enabling rapid addition of new capabilities and communication channels. This architecture allowed CRC to support omnichannel outreach with consistency and precision.

NiCE

CRC adopted a wide range of Outbound Engagement omnichannel compliance controls and efficiency features, which are continually updated and aligned with client operations. These included built-in Reg F, TCPA, and state dialing rules, disaster area blocking, and auto-managed call caps and windows for states such as Massachusetts, Florida, and California. Additionally, state-based routing prevents offshore agents from handling geo-restricted calls. The platform's call recordings and comprehensive reports are suitable for audits or legal challenges, while speech analytics supports training, coaching, and regulatory adherence.

On the customer-experience side, Outbound Engagement provided CRC with branded caller display (CNAM) to improve contact rates and build trust, LCID to reduce spam labels, number cleansing to enhance dial efficiency, and seamless text and email integration. Best-in-class IVR solutions round out the platform's capabilities, ensuring a comprehensive and compliant outreach environment.

04 Results
Top-ranked vendor through speed, scale, and compliance

CRC's adoption of Outbound Engagement delivered measurable improvements in speed, scale, and compliance. Its crowdsource-based hiring model enables rapid staffing at scale, allowing the company to meet aggressive goals efficiently. Typical go-live times are less than one week with an on-site team, and in one notable case a Florida gubernatorial campaign was launched in under two days with a fully remote staff. These capabilities are reinforced by Outbound Engagement's compliance-first design, which helps CRC adhere to client requirements and significantly reduce legal settlements.

CRC had been struggling to meet its KPIs and ranked last for performance among seven vendors. Just three months after introducing Outbound Engagement with Business Contact Dialing (BCD), the company rose to become the best-performing service provider in its class. The partnership and dedication of the Outbound Engagement team were central to accelerating this performance, ensuring that CRC could combine regulatory safeguards with operational excellence to achieve these remarkable results.

05 Future
Looking ahead to AI innovation with NiCE

Although CRC has yet to implement NiCE AI tools, the team is eager to begin leveraging AI-driven insights for quality assurance, speech analytics, and agent coaching. With confidence in NiCE's leadership through the next wave of innovation, the company is actively engaged in CX technology roadmap discussions and beta programs. This is part of CRC's commitment to early adoption and collaboration in the ongoing development of advanced performance and customer engagement solutions.

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> With NiCE Outbound Engagement, we went **from dead last to first** out of 7 vendors in less than 90 days. The ability to launch campaigns in under 48 hours and scale our team on demand has completely transformed how we operate.

Doffie Howard
VP of Technology, CRC

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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