

StarTek, Inc.

Aspect® DataMart™ Ensures Data Quality and Helps Company Deliver Results to Customers

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Steve Boyer

*Chief Information Officer,
StarTek*

The Company

StarTek, Inc. is a leading provider of business process optimization services for outsourced customer interactions. Headquartered in Denver, Colorado, the company provides customer-experience management solutions across voice, web, email, fax and video. StarTek operates 19 facilities across North America with 7,500 agents in its contact centers.

The Business Challenge

- Easily consolidate data from multiple applications and sites.
- Ensure accuracy and data integrity.
- Increase satisfaction among internal employees and external customers.
- Enhance contact center effectiveness and productivity.

The Solution

Aspect DataMart, from the Aspect Software Contact Center Performance Optimization product line, allowed StarTek to synchronize people, technology and processes. Aspect DataMart gathers and consolidates information from one or more contact data center applications, such as automatic call distributors, voice portals and workforce management solutions, as well as from any custom data sources, to deliver an enterprise-level view of contact center operations.

The Results

- Provided centralized location for data collection.
- Reduced costs.
- Enhanced operational productivity.
- Increased accuracy of reports and data information.
- Improved client satisfaction.



Information is power, especially for a business process outsourcer like StarTek. Based in Denver, Colo., StarTek, Inc. is a leading provider of business process optimization services for outsourced customer interactions. StarTek offers a myriad of customer service, customer acquisition, technical support, complex ordering, and provisioning and receivables management functions for many of the world's largest communications and technology organizations.

Companies rely on business process optimization services to gain a competitive advantage in their respective industries, but managing a massive amount of information for numerous customers across a broad range of industries can certainly generate a data headache for any company. With the right data management solution, StarTek found a way to streamline a large amount of information from multiple sources, and transform an operational challenge into a competitive advantage.

The Importance of Data Integrity

StarTek was founded in 1987 and has since grown to 19 facilities with 7,500 contact center agents managing customer support, back-office operations such as complex order management, claims processing and credit card processing, as well as contact center optimization services including training, quality assurance and workforce management. Some of the contact centers are dedicated solely to one customer, whereas other multitenant centers respond to the needs of several StarTek business clients.

Data integrity is critical to StarTek's operations, yet it was also a challenge due to the large amount of information the company was collecting on a daily basis. StarTek has several data sources from 19 contact center sites and multiple automatic call distributors (ACDs), including Aspect® CallCenter® ACD from the Aspect Software Signature product line. The company also uses Aspect® eWorkforce Management™ from the Aspect Software Contact Center Performance Optimization product line, as well as another workforce optimization solution and various back-end systems for payroll and time-tracking.

StarTek manages the service levels and calls-on-hold performance of 7,500 contact center agents and also tracks data from numerous groups, including reporting teams, operations and client-interfacing groups. An additional challenge for StarTek was managing the rapid growth of its customer base and the increased requests for real-time and customized reports. The contact centers produce hundreds of internal operational and external client reports on a daily, weekly, monthly and quarterly basis, and its customers regularly require new and modified reports.

This resulted in a significant volume and variety of reports, production minutes, staffing forecasts and performance scorecards. Unreliable information is not acceptable to a company like StarTek in an industry where data integrity and stability are critical to success.

Avoiding Risks and Making Changes

"After talking to our clients, we knew that data integrity is a major competitive advantage in our market," said Steve Boyer, chief information officer at StarTek, Inc. "Because we were managing so much data from so many different sources, we knew we could probably improve the process to make it even more efficient and useful to our customers. The management team evaluated several options including rebuilding the data management system or purchasing a solution from a vendor. In the end, we decided to go with a packaged solution for faster implementation and lower support costs."

After evaluating specific needs in terms of data reporting, StarTek recognized that it required a solution that could aggregate enterprise data consistently, as well as consolidate real-time and historical data for multisite and multichannel environments. Since the company had a positive previous experience with Aspect Software products - Aspect® eWorkforce Management™ and Aspect® CallCenter® ACD - they turned to the company again for a solution. In the past, StarTek had been included in the development process of Aspect eWorkforce Management and recognized that Aspect Software was open to collaborating with its customers to best meet their needs.

Ultimately, StarTek selected Aspect® DataMart™ to fulfill their enterprise data and reporting needs. The solution standardized data across StarTek's multiple ACD switches and workforce management solutions for expedited report creation with a central location for data collection.

Getting Back on Track

In addition to implementing Aspect DataMart, the StarTek management team discussed other measures to help create consistent reporting and enhance the overall reporting process. The company recruited new team members into the reporting group and increased communication across groups that were critical to their success. Representatives were brought in from the reporting team, operations, the telecommunications group and client-interfacing departments.

By involving vendors and internal and external clients throughout the 12-month implementation process, StarTek received input from all groups for a more comprehensive evaluation of the business plans and reporting tools. During the implementation process, StarTek also piloted early versions of Aspect DataMart to ensure acceptance and accuracy of the new data reports.

A Solid Foundation for Continued Growth

The implementation of Aspect DataMart enhanced the StarTek data integrity and performance on several levels. The solution ensured higher accuracy of the information and enabled its staff to focus on data acquisition while easily addressing changing customer requests. In addition, an improved reporting process helped StarTek reduce costs and report time, and after implementation, the company was able to handle increased reporting requests with the same size team to manage and track all of the reports.

"It was very important to us that the solution could enable us to respond to external client requirements quickly and easily," said Boyer. "Before Aspect DataMart, it was a challenge to make client-requested changes because we were having to pull data from multiple sites and applications. Now we can make modifications to reports in a few days. We've seen client satisfaction increase since we've implemented the new solution."

"I can't imagine where we'd be if we went with a different solution. Aspect DataMart provided a solid foundation for future expansion and growth, and has greatly improved our ability to meet the needs of the business and of our clients."

With Aspect DataMart, StarTek was able to resolve the challenge of managing large amounts of data. Today, StarTek's ability to consolidate, monitor and report a substantial amount of information has provided them with a distinct advantage in a growing, competitive market.

About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and interaction optimization applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Westford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit www.aspect.com.

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