

Two Birds. One Stone.

How Eastern's Digital Channel Expansion Lowered its Cost of Service & Improved CX



+79%
Increase in
Contact Rates

-\$6
Decrease in Cost
Per Interaction

Eastern was looking for a partner invested in their long term success and wanted the latest call center technology in a one-stop-shop instead of a patchwork of different applications from different providers. LiveVox's data-driven approach to omnichannel has helped drive greater insights into their campaigns.



Use Case

Accounts Recovery



Industry

Financial Services



Solution

2-Way SMS



Impact

Higher Contact Rates

Benefits at a glance:

- ✓ Unified, streamlined communications for millions of customers
- ✓ Scalability to accommodate future digital channel adoption
- ✓ Increased consent management
- ✓ Lower cost-of-ownership
- ✓ Improved reliability
- ✓ Streamlined infrastructure setup

The Challenge

Getting people to pick up the phone these days continues to be a challenge for contact centers, and no one understands this better than Eastern. They needed to expand into the digital world and adopt an innovative platform that could increase connections, lower overhead, and deliver on service goals.

The Solution

In order to adapt to changes in consumer engagement behavior, Eastern shifts to digital channels to extract greater value and more revenue for clients by implementing an omnichannel platform.

The goals were ambitious:

- Improve customer experience.
- Increase contact rates.
- Decrease cost per interaction.

The Results

With LiveVox's Unified Data Model that layers channels over a foundation of customer data, Eastern was able to create a frictionless link between digital and non-voice channels, ensuring a unified and effective experience across all channels while enabling consumer preference management capabilities.

As of 2019, Eastern has expanded its omnichannel offering by increasing its LiveVox usage from primarily voice to include both campaign-driven and transactional SMS.



Eastern Account System is a full-service premier BPO organization that offers omnichannel contact solutions for companies of all sizes in many industries.

Eastern's Digital Transformation Journey

Eastern Account System has over 30 years of proven success in handling customer service, delinquency, and collections needs for clients. Their first-party contact center (E-Center) hosts a variety of projects from small boutique programs to large scale initiatives for customer service applications, product support, initial engagement, fundraising, customer acquisition, and sales and delinquency management.

Matt Schuster, VP of Strategic Planning at Eastern, was faced with a dilemma when contact rates were dropping as consumers were declining phone calls. *"Over the last 2 years, we've noticed people answering their phones less and less. A lot of this has to do with not answering unfamiliar numbers, but beyond that, we realized that text messaging was becoming a preferred method of communicating. In order to cover all the bases, we wanted to be able to offer clients the ability to reach their customers through more than one channel. That's what began our shift to omnichannel."*

In prioritizing digital transformation, Eastern was ready to embark on a path to minimize customer effort, increase first contact resolutions, and remediate sources of agent frustration such as limited cross-training opportunities that hampered their ability to learn how to handle multiple functions as well as working in departmental silos.

As a prestigious firm pioneering advancements in call center software adoption, Eastern had an awareness of the landscape they were entering into before evaluating LiveVox. They knew what opportunities existed, and, most importantly, they recognized their own areas in need of improvement.

Shifting customer demands presented new obstacles for Eastern. *"In addition to changing attitudes toward voice calls,"* Schuster notes, *"People also want to be able to resolve their issues quickly — no one has the patience to wait on hold, and they shouldn't have to."* The BPO decided to embrace the opportunity and meet customers where they are — by text message.

The organization wanted to modernize its software infrastructure to create a seamless, consistent experience while maintaining the level of service clients and customers alike have grown to expect. Eastern was looking for a partner invested in their long term success. *"We wanted to find a one-stop-shop for the latest call center technology rather than cobbling together a patchwork of different applications from different providers."* They also needed to ensure they adopted a platform that offered the highest caliber of regulatory compliance and included TCPA-approved outreach methods.

Balancing Compliance and Convenience

Faced with overcoming progressively complex regulatory challenges coupled with the rise in consumer-driven communication trends, Eastern needed a solution that provided customers with the convenience they crave while maintaining real-time consent across channels. Two compelling factors convinced Schuster to deploy LiveVox company-wide: a universal data model and industry-leading compliance features.

The company added LiveVox's best-of-breed omnichannel solution which includes a patented, court-vetted TCPA-focused outbound dialing method in addition to real-time consent controls for all digital channels. *"Knowing that LiveVox offered the most battle-tested manual-intervention outbound platform on the market meant we could mitigate risk across the board from a voice perspective. But the risk mitigation factor didn't stop there. We'd be delivering a positive customer experience within the confines of established consent across every channel,"* Schuster said.

Eastern works with a wide range of clients, so Schuster appreciates the unified nature of LiveVox's technology. LiveVox's native CRM functionality offers fast, flexible consent management that other providers find difficult to match.

"We just see it as a broad asset that we can deploy for clients to help them compete in their environment," he says.

Choosing a Partner

As Eastern sought to expand its communication suite, the contact center industry was also diversifying and changing rapidly. LiveVox understood this change and was able to bridge the gap with Eastern. They were looking for a partner that was using the latest tech and was also a one-stop-shop. *“I didn’t want a patchwork of different applications from different providers,”* Schuster told us.

From a growth perspective, LiveVox’s long term goals ran parallel to Eastern’s. Both companies recognized the potential of digital and strove to be nimble and adaptive in their response to shifting consumer demands.

“LiveVox has played an important role for us as we have clients that want us to be able to engage with the same customer through different channels within a single campaign. We didn’t want to be in a scenario where we had one company for phone dialing, another for SMS, another for chat, etc. We needed a unified platform to ensure that if someone responded to a text with ‘wrong number’ we didn’t try and call them later that same day. Having everything in one place was non-negotiable.”

Building a Solid Foundation

Eastern believes strongly in choosing the best possible technology for its employees and partners rather than taking a monolithic approach. To reduce its technology sprawl and gain better visibility into campaigns, they adopted a number of LiveVox solutions, including SMS and webchat. *“The sales team presented a seamless strategy and followed up to make sure the platform was being used to its potential for our particular use cases,”* Schuster stated.

To enable all this innovation, and keep up with the shifting needs of consumers and agents in a digital space, Eastern changed the way it thinks about implementing campaigns. Now instead of a singular voice engagement, they augment their outreach strategies with expanded channel preferences of consumers *“The text encloses a message, a link, and a direct phone number to the client. This provides a level of comfort for the customer,”* he said. *“Additionally, with text messages offering a 98% open rate, we get more chances to collect since we’re able to increase our probability of connecting to customers,”* Schuster added.

LiveVox has helped Eastern by giving them the flexibility to evaluate performance on projects and the ability to augment with different services such as unattended calling campaigns to deliver messages.

“The LiveVox integration and implementation process surpassed my expectations. It was quite a great experience. Everything was laid out in a clear plan. Our LiveVox rep and other operations team members from LiveVox were onsite to implement, train, and optimize our setup. After 30 days the team came back on-site to ensure everything was running smoothly and even recommended some tweaks.”

Exploring and Expanding

It’s the inherent simplicity that convinced Schuster that LiveVox could be a partner for the long haul. Two years into the journey, he’s seen a 79% increase in contact rates and a cost per interaction reduction of almost \$6. For critical, high volume client campaigns LiveVox helps Eastern consolidate account creation and customer profile sync, consent retain and revoke, and data management.

“We brought on webchat this year and have been piloting it with some clients. We would really like to expand this initiative and be able to offer more chat options,” Schuster added.



Frictionless communication is key to our organization. LiveVox not only keeps customer and client data safe, but it also simplifies the experience as we navigate the digital ecosystem.”

— Matt Schuster
Vice President, Strategic Development
Eastern Account Systems, Inc.



A Unifying Force

When you talk to Schuster, you realize that software isn't his primary area of expertise — he started his career in sales and holds a degree in industrial psychology. But being one step removed from the tech actually enhances his ability to do his job. He doesn't want his team to be solely focused on the underlying technology of the applications they use and deploy — he wants them to focus on how clients and customers are responding to that technology, particularly whether it's adding value and easy to use.

"I would really like to take the services we have now and continue to build on them with some AI or bots to offer even more flexible options to our customers. We're starting some of that now, and I really can't wait to see what it grows to."

Adding More Value

Amid revolutionary changes in its industry, LiveVox has helped Eastern transform its approach to communications, taking a much more customer-centric view while making their call center operations more efficient and flexible. The LiveVox/Eastern partnership will continue to evolve as Eastern incorporates more digital channels and develops a long-term roadmap that includes AI-enabled features and more chat options. Earlier in 2019, Eastern began piloting webchat on campaigns in order to extract greater value and more revenue for clients through the omnichannel platform.



LiveVox was essential to accelerating our evolution to a digital-first model. This was the platform where we could introduce the power of digital channels in order to connect with consumers. So it was actually a way to accelerate our thinking around omnichannel."

— Matt Schuster ●
Vice President, Strategic Development
Eastern Account Systems, Inc.

About Eastern Account Systems, Inc.

Eastern Account System is a full-service premier BPO organization that offers omnichannel contact solutions for companies of all sizes in many industries. Utilizing cutting edge technologies paired with highly trained employees, Eastern helps achieve desired results while providing world-class customer experiences for their clients. With vast experience in customer care, collections, billing, and sales, Eastern will design a customer contact solution for your organization.