



# OutPerform

Enhanced Avaya Performance  
Developed for **AVAYA**

## CUSTOMER

Equidebt is the UK's leading provider of ethical consumer based debt recovery solutions.

## OVERVIEW

Equidebt have deployed a number of Geomant solutions to complement their Avaya outbound dialing platform. These include Geomant Interactive Virtual Agent and Geomant Desktop Connect.

## GEOMANT

Geomant is a well-established, innovative systems integrator and software developer, specialising in Microsoft and Avaya technologies.

For more information about Geomant products and services, send an email to: [products@geomant.com](mailto:products@geomant.com) or visit our website at: [www.geomant.com](http://www.geomant.com)

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### **Debt collection agency Equidebt Limited has benefited from the introduction of four new telephony technologies from Geomant.**

The introduction of an inbound IVR meant that outside office hours – and at times with no agents available – calls are directed to an automated service which, according to the requirements of the creditor company, can result in the debt being paid, information about outstanding payments being made available and other outcomes.

A Geomant Virtual IVR Agent comes into action when Equidebt outbound agents reach an answerphone. Outbound agents transfer calls using a single mouse click to the Virtual IVR Agent which draws on the debtor's information held by Equidebt and turns it into a personalised message for the recipient, whilst immediately releasing the outbound agent for the next call.

Geomant technology is also used in Equidebt's blaster campaigns, where large numbers of people are in arrears from a particular product and Equidebt wishes to contact them with a reminder call. In this case Geomant's Virtual IVR Agent dials all the numbers on the target list with a pre-recorded script and offers the recipient the option of talking to a real agent.



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**Martyn Wells, IT Director**  
**Equidebt**

Equidebt also uses Geomant's Desktop Connect technology to allow static information from the Avaya Dialler telephony system to be transferred to Equidebt's collection screen system, where it can be amended and interrogated without the need to toggle between systems on screen, with its attendant delay during calls.

Martyn Wells, IT director for Equidebt, said the new Geomant applications had made a noticeable difference to Equidebt's performance and productivity.

"Where Geomant really helped is that although the Avaya system is a powerful one popular with many businesses, its out-of-the-box solutions for the commonest operating systems can't always deliver against the requirements that some smaller organisations need," said Martyn. "Geomant's technology has built the Avaya system into the context of how our business systems work.

"I would certainly recommend Geomant's products because they have made a measurable difference to our business. In terms of using the Virtual IVR Agent in blaster campaigns, we have increased our outbound calling capacity by 25 per cent. I would say that using Desktop Connect has reduced our average call time by around 16 per cent, increasing productivity and enabling us to speak to more customers at the first time of asking – a key deliverable in our line of work."

