



CASE STUDY

Financial Services

Complex IVR System and Outbound Dialer Integration Enables Financial Services Firm to Meet Regulatory Requirements for Large IPO



It was 2010 and a global financial services firm was getting ready to manage what was, at that time, the world's largest initial public offering (IPO). But this effort was notable for more than just its size. The financial services firm had to meet US federal requirements around employee stock options that would result in a complex customized call center solution unlike any the industry had ever seen before.

In a 24-hour period, the financial services firm needed to contact all of its client's past and present employees, and those of its subsidiaries – over one million people – to inform them of the pending IPO and give them the ability to buy shares. But that wasn't all. The financial services institution had to execute those purchases before the IPO took place, and it needed proof that every employee was given the option to buy shares.

In order to make this happen, the financial services firm needed to synchronize its inbound IVR system with an outbound calling campaign. It needed the ability to conduct multiple outbound campaigns to call people before the IPO opened and give them the ability to opt in to buying shares, along with an inbound IVR system through which people could buy shares—and the two systems needed to be integrated. The firm asked for help from its IVR system vendor, but the provider couldn't do it. The customization was just too complex.

Is there something you want your call center technology to do and wonder if it can be done? Just know, with USAN you can. Call us today at (770) 409-2441 to learn how we can help you.

That's when the financial services firm turned to USAN. The Atlanta-based provider of hosted call center technologies is known for its ability to deliver highly customized applications that other vendors simply won't touch due to their complexity.

In just 45 days USAN delivered a customized and integrated IVR system and outbound dialer. The integrated applications enabled the financial services institution to notify every one of its client's past and present employees of the pending IPO, execute purchased shares and gather proof of notification from those who did not want to purchase shares—all within the 24 hour period.

Here's how it worked: The outbound dialer and IVR solution called each person to inform them of the pending IPO and offer them the ability to purchase shares. It also informed them that if they chose not to purchase any shares, they needed to opt out of the offer. When the outbound dialer didn't reach an individual, it left a message requesting that the recipient call back to make a purchase or opt out. An IVR system took incoming calls and enabled callers to purchase shares or opt out of the offer. When this happened, the outbound dialing efforts were terminated for that specific person—even if the outbound dialer was on its fourth attempt at reaching someone and he/she called in separately. And when someone purchased shares via the IVR system, that information was transmitted in real time to the financial services institution so that it could execute the shares in a timely manner.

Because of USAN's ability to customize and integrate the IVR system and outbound dialer, the financial services firm was able to meet federal requirements for its client's IPO. But USAN is no stranger to complex customizations and integrations. In fact, we take great pride in our ability to help contact centers meet demanding business requirements—especially those one-time needs that must be met quickly and accurately. They enable us to demonstrate our ability to deliver flexibility and innovation.



3080 Northwoods Circle
Norcross, GA 30071

www.usan.com

office 770.729.1449

fax 770.729.8589

About USAN

USAN helps companies profitably engage customers and deliver amazing cross-channel experiences with the industry's best cloud, premise and hybrid multi-channel customer engagement solution. From traditional telephone interactions to the web, social media and everything between, USAN's portfolio of call center products gives users infinite flexibility in the way they engage customers across channels. In addition to campaign management, back-office integration, and business process automation, USAN's offerings include Hosted IVR, ACD, and Dialers built upon a fifth-generation carrier-grade infrastructure that delivers "five nines" of availability and proven scalability.

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