



The Customer

- **Industry:** Government
- **Geographics:** Call Centers in Rosario, Azcapotzalco, and Mexico City, Mexico
- **Revenue:** \$3.5 Million
- **Employees:** 300

PeopleSoft Enterprise Products

- Customer Relationship Management
 - Sales
 - Support

Customer Service Level

Standard

"With PeopleSoft CRM, we are delivering better service to our citizens by providing easy access to the financial information and services they need to secure funding to purchase homes. This is allowing us to have a positive impact on our society."

Oscar Lizárraga
eINFONAVIT Manage

INFONAVIT

Business Challenge

INFONAVIT is a government organization in Mexico that provides credit for housing to Mexican citizens. The INFONATEL project was initiated to create a call center for citizens to use as a point of contact for the organization's services. The small staff was quickly overwhelmed by the 6,000 calls a day it received. Nearly 70 percent of the calls were unanswered, and there was no case follow up or automatic control in assigning calls to service representatives.

PeopleSoft Solution

With its PeopleSoft Enterprise CRM system from Oracle, INFONAVIT now answers an average of 30,000 calls a day. Calls are automatically assigned to expert representatives and are monitored with this system. INFONAVIT is now capable of executing account activation and collecting automated functions with call monitoring tools to ensure quality and transparency.

Business Benefits

PeopleSoft Enterprise CRM gives the INFONATEL project:

- More efficient, automated, and cost-effective case management that has allowed personnel to understand more rapidly the needs of members.
- The ability for the project to grow, deliver new services, and enhance services.
- A system for delivering better service quality and increasing efficiency.

Quantifiable Benefit

- Reduced numbers of calls on hold by 12 percent with an average four-minute hold time per call.

INFONAVIT Delivers More Efficient Service to the Citizens of Mexico with PeopleSoft Enterprise CRM

INFONAVIT is an autonomous government organization in Mexico that provides credit for housing to Mexican citizens. Along with this service, it also provides fund administration, profile management, financial planning, and social communication services. The organization launched the INFONATEL project to create a contact center to allow citizens a point of contact for its services. The project was launched in 2002 and was inaugurated by the President of Mexico later that year. The success of the project very much depended on how the people viewed the level of service being provided.

Project Manager Oscar Lizárraga says, "Benefits at the government level are not assessed in the same way as in the private areas because they are measured according to the people's perception, which are the ones that show the optimization of the processes."

Streamlining Call Center Operations

With nearly 300 employees, the INFONATEL contact center is located in Azcapotzalco and Mexico City, Mexico, and enables members, employers, and people to transact and consult by telephone and via fax. The small staff was quickly overwhelmed by the 6,000 calls a day it received. Nearly 70 percent of the calls were unanswered, and with no case follow up or automatic control in assigning calls to service representatives, the project managers realized they needed a software system to help manage its call center operations.

INFONAVIT issued a request for proposal for a customer relationship management system that would enable the organization to raise service levels. PeopleSoft was the only vendor that fulfilled all requirements, including integration to its existing systems. With its PeopleSoft Enterprise CRM solution, 70 percent of calls to INFONATEL are answered by an automated system, enabling its 300 call center representatives to answer the remaining calls that require specific expertise. The number of calls on hold has been reduced by 12 percent with an average four-minute hold time per call.

Delivering More Efficient Service

With PeopleSoft, INFONAVIT has been able to improve services for citizens. The objective of the PeopleSoft Enterprise CRM project was to provide citizens with automated contact with INFONAVIT, making service and citizen attention more efficient. With its PeopleSoft CRM solution, the organization can eliminate citizen frustration by providing easier access to its services. INFONAVIT was recognized with the INNOVA 2002 award—an award granted by the presidential office for government innovation.

In the midterm, different applications will be integrated with the CRM system. The integration will be reflected through a single screen, where members will be able to find all

the information they are looking for. Future plans are to provide the citizens with better services at a lower cost for the organization. Additionally, INFONAVIT has offered its clients other internet services such as valuations, title documents, and clarification for employers. With almost 3.5 million visitors in two years, this web page is the most important social interest real estate website in the country.