

# MKT Contact Center Evolution

Securitas Direct



**Securitas Direct: company overview**

**Innovation: business process evolution**

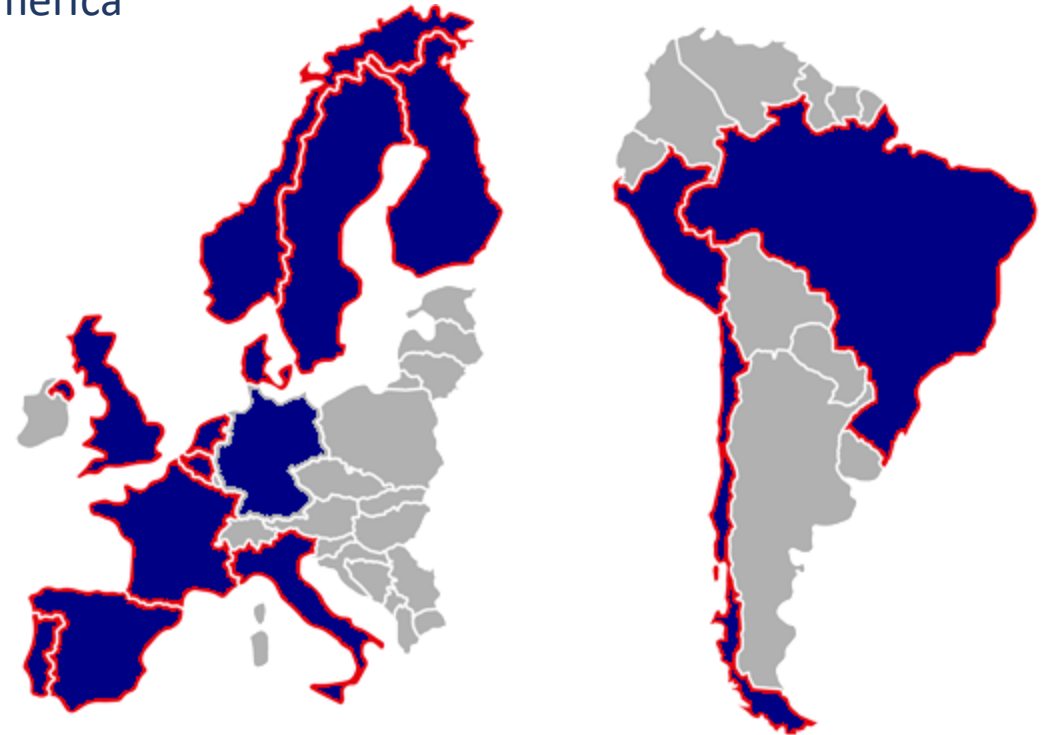
**Summary: key elements**



# Securitas Direct: company overview

Europe's most widely installed home alarm Second position Worldwide

- ★ Founded in Sweden in **1998**
- ★ Operations in **14 countries** across Europe and Latin America
- ★ **13,000** Employees
- ★ **2.7 Million** Customers ( **>1,2 Million** in Spain)
- ★ **500k Installations** per Year
- ★ **7m+ Components** sold
- ★ **1.2 billion** revenue





# Securitas Direct: company overview

18 years of consistent growth

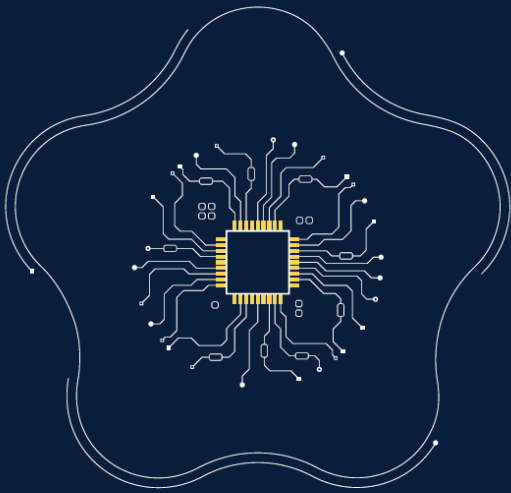






# Innovation: business process evolution

Innovation is embedded in our culture...



**Research & Development Centers in Madrid & Malmo**

**More than 300 Engineers & Technology experts**

**Continuously exploring, researching, developing, testing**

**Design and build market leading products that shape our industry**

**Work with a number of partners to bring these products to life**



A photograph of two female call center agents. They are both wearing white polo shirts and black headsets with microphones. The agent in the foreground is smiling and looking towards the camera. The agent in the background is also smiling and looking towards the camera. They are sitting at desks in a call center environment.



# Innovation: business process evolution

Two decades of SD Marketing Contact Center at a glance

Before 2000

No Contact Center

2000 - First Contact Center

Few agents, not specialized  
Blending strategy (inb/outb)

No blending: inbound/outbound

Agents specialized in Outbound or  
Inbound

Personalized campaigns

Highly specialized Contact Center





Extremely specialization of agents  
and campaigns

Qualification concept

>> 450 agents

Millions of interactions per year  
Specialized agents: prebookers, bookers,  
assignment, teleclose, telesales, ...

# Summary: key elements

-  **Always changing business process.** A challenge for Vendors, Integrators and System Departments.
-  **Inbound is extremely important. Outbound is essential.** 70% of visits to customers, come from Outbound campaigns.
-  **Speed and agility make the difference.** Calling to customers in the first 30 seconds since requests, increase a lot the conversion rate
-  **Information is the main pillar.** Data-driven decision making is the base for personalized interactions.







# Thank you!

