

Capital Investment and Asset Holding

Client Profile

Customer Name: Capital Investment and Asset Holding (CIAAH)

Industry: BFSI

Location: Irvine, California, U.S.A.

Challenge:

- CRM management
- Broadcast dialing and ACD
- Database Integration

Solution:

- Entire solution delivered within 7 days
- Provision of high Answering Machine Detection
- Provision of scalable and reliable solution
- Handling 2,000 channels from a single set-up

Introduction

Capital Investment and Asset Holding (CIAAH) is one of Orange County's most successful multi-industry companies. Founded in 1999, the company has grown into a network of businesses in over four countries serving a diverse and global customer base. CIAAH consists of numerous subsidiaries and operating divisions, which are responsible for the day to day operations of their businesses.

Business Requirement

CIAAH already had a present solution with which they faced a plethora of problems. After contacting many companies unsuccessfully, it contacted Drishti. They wanted a robust hosted solution, which would serve the purpose of management of customer information. The need was of a unique combination of broadcast dialing and ACD with CRM and Database Integration. The idea was to dial out multiple numbers, screen Answering Machines and Busy/Fax/Invalid Numbers, play a marketing message to the prospect, and then transfer the interested parties to one of the agents distributed across various geographies. It also wanted a scalable solution that could dial thousands of outbound calls.

CIAAH wanted to create a software-driven VOIP predictive/automatic dialer that can be hosted offsite. This system would also function as a remotely hosted PBX and have an integrated database that will manage dialing list and customer information. Agents should be able to login to system from anywhere in the world to take sales call via USB headphones from their computers.

System should also manage voicemail and forward calls to any number if the user is away from his computer. It was imperative that the predictive/automatic dialing portion of this system should be able to differentiate between live answers and answering machines. CIAAH was looking for a 95% accuracy rate.

Overview

- Combination of Outbound (Predictive dialer), Inbound (ACD), CRM and Database
- Broadcast dialing with ACD and dialer
- Automatic routing to an available agent post automatic message playback
- 2,000 channels for 25 agents all across the world with a single, centralized setup
- High Answering Machine Detection
- Lead management



About Ameyo

AMEYO is the flagship solution from Drishti for complete CIM. It has been designed to add value to the businesses and pave way for a structured growth. AMEYO customers enjoy significant increase in efficiency levels, reduction in operational costs, flexibility, consistent user experience and a demonstrable ROI.

Solution

Drishti modified its Predictive Dialing and Inbound Solution in a matter of few weeks to cater to the complete requirements of CIAAH. The client was also able to scale seamlessly by just taking more servers on rent and installing AMEYO on the same. The solution was implemented immediately and enabled CIAAH to become operational in a short span of time.

Our Customers

Our customers are our assets and we cater to them to our utmost ability; always striving to satisfy them with our commitment and endeavor.



Awards & Appreciation

