



Dhiraagu

Client Profile

Customer Name: Dhivehi Raajjeyge
Gulhun Private Limited (Dhiraagu)

Industry: Telecom

Locations: Male, Maldives

Challenge:

- Required integration with the legacy apparatus
- Required rich IVR and self-help capabilities
- Solution to integrate with core Network
- Enable 24x7 high-available services to customers
- Needed personalized greetings, wallboard with SLA monitor, cross-selling, and feedback

Solution:

- IVR integrated with infrastructure
- Ensured high uptime
- Reduced contact handling costs, improved staff productivity, reduced cost of deployment
- Hassle-free IT and operations management
- Provided custom scripts and real time information to agents
- Provided strong supervision and quality analysis tools
- Enabled comprehensive MIS reporting capabilities
- Wallboard for performance monitoring
- Online bill balance enquiry system and feedback/survey capabilities

Introduction

Dhivehi Raajjeyge Gulhun Private Limited (Dhiraagu) is a joint venture company by the Government of the Maldives and the Cable and Wireless. It began operations in 1988 as the national telecommunications carrier of the Maldives. Since then, Dhiraagu has rapidly built a sound, financially strong business based on a commitment to providing innovative products and services and a philosophy that places high value on customer satisfaction.

Dhiraagu is a major owner of infrastructure in the Maldives and has one of the most advanced state-of-the-art communication networks in the region which covers 800 miles from the north to the south of Maldives, and bridges all the atolls.

Today Dhiraagu owns and operates a fully digital communications network reaching every inhabited island and tourist resort in the Maldives. They have established operational and support centres in nine strategic regions across the country to provide fast, reliable, and quality service.

The Business Challenge

Dhiraagu is growing rapidly as customer demand for its voice services continues to accelerate. Since its launch, Dhiraagu's vision was to become an integral part of the daily life of most Maldivians, and its strategy is to continue giving customers exactly what they want—better products and better services at lower prices. To continue growing customer loyalty through excellence in customer service as well as through innovative and attractive products and programs, Dhiraagu deployed a customer contact center in Male.

Dhiraagu sought to address specific technology obstacles impeding the speed, flexibility, and quality of the customer service experience, and an infrastructure lacking the scalability to keep pace with company growth. This was to be done while focusing on driving sales of bundled offers to new and existing customers. Dhiraagu needed a customer interaction management solution with following needs:

- Integration with the legacy apparatus
- Rich IVR and self-help capabilities with integration with core network
- HA for 24x7 high-available service to its customers
- State-of-the-art contact center with advanced features including preferred-agents, personalized greetings, wallboard with SLA monitor, cross-selling, and feedback



Solution Delivered

Based on Drishti's extensive knowledge in voice and contact centre technology, its ability to offer reliability, security, and an upgrade path based on business requirements; Dhiraagu selected Ameyo, an integrated solution from Drishti to power its contact center helpdesk services.

Drishti enabled Dhiraagu to setup a state-of-the-art Customer Service Center offering telephone support to customers 24 hours a day, 7 days a week. The contact center solution completely integrated the interactive voice response (IVR) system for agents with the existing telephony infrastructure. IVR allowed Dhiraagu to provide a single number for customers to access different services. The solution delivered a HA setup with Active/Standby setup ensuring high uptime and business continuity.

The Contact Center with a highly customized and personalized IVR was to be used for delivering "first call" resolution, reducing contact handling costs, improving staff productivity and morale, preserving full contact center investment—including integration to business applications—and reducing cost of deployment and total cost of ownership.

Drishti's award-winning Ameyo IPCC (IP-based call center software) provided Dhiraagu with a hassle-free IT and operations management. The agent workbench of Ameyo provided custom scripts and real time information to the agents, thereby assisting them in customer interactions. The GUI-based interfaces of Ameyo were easy to learn, operate, and maintain at all levels.

For support of the quality of operations, Ameyo provided strong supervision and quality analysis tools. A combined analysis of quality feedback and agent scoring helped the call center manager in diagnosing and re-training their manpower to ensure utmost service quality. The setup was made highly available; capable of automatic failover in instances of a disaster or possible downtime for providing business continuity and anytime efficient/effective service delivery to the customers of Dhiraagu.

Other features included provisioning of comprehensive MIS reporting capabilities and wallboard for performance monitoring, online bill balance enquiry system and feedback/survey capabilities. The aim was to enable Dhiraagu to not only provide excellent customer service, but also to develop and maintain a good relationship with all of its customers.

“ We are satisfied with the support from Drishti’s technical team. The IVR development team is very cooperative and helpful throughout the operation. The implementation of the IVR at call center, has radically improved the call center service levels. IVR implementation has helped us to improve our Quality Customer Service. ”

Mohamed Azleem

Assistant Manager
Customer Services,
Dhiraagu

Drishti worked very closely with the Dhiraagu team to ensure that all of its telephony and contact center requirements were fully met, including provision of a scalable upgrade path to the future based on its business needs. The contact center deployment builds on a highly successful and long-standing relationship with Dhiraagu where Drishti has provided a highly efficient, robust, and reliable platform.

Results and Value Add-On

The Drishti solution has enabled Dhiraagu to:

- Improve the quality of service to customers by providing a single number to contact the customer hotline, regardless of the nature of the enquiry
- Provide better service through enhanced customer personalization
- Integrate outbound calling capabilities to deliver the service customers expect from Dhiraagu
- Reduce churn through greater customer satisfaction and loyalty
- Have a technology platform that is reliable and delivers highest uptimes to ensure business continuity
- Achieve higher operational efficiency with automation with the available workforce

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.

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

