N M Teleservices

Client Profile

Customer Name: N M Teleservices

Industry: BPO

Location: Mumbai, India

Challenge:

- Required an integrated solution to run multiple campaigns
- Problem of short life of client processes
- Challenge of harnessing maximum agent productivity
- Wanted maximum live call connects
- Solution should be highly scalable and flexible to business processes

Solution:

- Significant growth in productivity
- Higher revenues leading to increase in their capacity
- Controlled idle time
- Efficient tech support

Introduction

N M Teleservices is a BPO based in Mumbai, India. The company caters to clients in various geographies like Australia, the United Kingdom, and the United States, and spans verticals such as Telecommunications, Retail, and Hospitality. Since its inception in 2003, N M Teleservices has acquired new clients while retaining the old ones with its excellent services that include inbound, outbound, and tech support.

Background

In a typical outsourced international call center, the business cycle includes multiple simultaneous processes that can be inbound, outbound, or both. The call center is required to provide maximum productivity for each process and manage the campaigns effectively with supreme customer experience. During the campaign life, increased contact rates and minimized downtime become the key focus areas for any contact center business.

The Business Challenge

N M Teleservices has clients based out of Australia, UK, and US. They run both outbound dialing campaigns as well as inbound customer care processes. They required an integrated solution enabling them to run multiple campaigns in the same geographical area with same or different agents. In such business environments, the crux of all business pain points is the short life of client processes. Each process outsourced requires the right blend of customer experience and productivity to be delivered.

N M Tele usually runs around 3–4 simultaneous processes. Harnessing maximum agent productivity becomes a major challenge due to the complexity in lead management flow per process. Number prioritization and queue creation is unique to each call center process and campaign. Depending upon the processes, a call flow or lead management is defined and followed effectively. During all this, obtaining maximum live call connects is most important.

In case a contact center experiments with the technology powering their processes, by the time an optimal outcome can be generated, the process nears completion. Also the technology would definitely need time to adapt to a new process throwing in the productivity challenge yet again. The basic requirement thus narrows down to a highly scalable and flexible solution in order to enhance their agents' productivity and increase effective contact rates enabling them to increase their business.

Solutions Delivered

A deep understanding of the industry and also contact center processes has enabled Drishti to design and implement AMEYO which empowers outsourced contact centers like N M Tele to ensure highest quality customer experience and enhance business productivity. The client required a futuristic solution with intelligent capabilities of integrated lead and number management, voice interactions management and quality management. AMEYO provided for not just these but also innovative agent self-learning tools that helped them deliver standard customer service. Some highlights of the solution implemented were:

- **Complete lead management:** Drishti implemented AMEYO Fusion that integrated inbound and outbound solution which could be used in conjunction or separately, with increased agent seats depending on projects the client undertook. The dialer integrated advanced number/lead management that sorted the calling lists as per defined rules and delivered a dynamic call pacing ratio. The dialer was intelligent enough to handle legal restrictions like compliance to Do-Not-Call registry mandatory for certain outbound processes of the client.

- **Eliminating agent idle time:** With the earlier solution, the agents at N M Teleservices experienced high wait times that were directly affecting the business productivity. AMEYO Fusion deploys a complex dialing algorithm that offers multiple dialing modes such as predictive, preview, and power which maximize agent efficiency and eliminate idle time. Also high answering machines detection (AMD) capability enabled the solution to narrow down to only the productive calls for the agents. Only a live answered call is transferred to the agents to optimize agent productivity.

- **Enhanced customer experience:** AMEYO integrates basic CRM and Database components that eliminate the need to have multiple applications from separate vendors. The custom CRM interface of AMEYO enabled N M Tele agents to procure and manage customer information and hence, serve customers better. Innovative agent self-learning tools are integrated into this interface that provided the agent with custom scripts and client pitch. Advanced call management capabilities of call transfer and call conferencing enabled the agent to process the customer call with the help of a SME (Subject Matter Expert) agent—fulfilling the goal of enhanced customer experience.

- **Advanced quality management:** The supervisor in a contact center is responsible of ensuring quality of business processes as well as customer experience being delivered. A dedicated supervision interface—AMEYO Control Panel (ACP) has been provided through which the supervisor can view, monitor, and modify the campaigns running across the center.

Through ACP, the IT administrator can keep a track of entire operations and record all transactions for defining efficiency metrics for quality monitoring purposes.

- **Unified easy to manage set-up:** The entire solution was implemented in a single set-up making it really easy to manage. Redundancy was built in by keeping critical components on separate servers, making the internal network a very easy plug-and-play mechanism to cater to the problem of downtime. Additionally, the switch-over to Ameyo from the earlier deployment was smooth and less time consuming.

- **24 x 7 efficient tech support:** Drishti's award-winning 24x7 Support Helpdesk provided efficient support and professional services to the client. The technical helpdesk is available 24x7 across multiple channels like phone, chat, and e-mail to ensure hassle free operations. Drishti ensured that N M Tele's support requirements were met on time, impacting their business positively.

Results and Value Add-On

- **Significant growth in productivity:** Within a month of AMEYO Contact Center Suite deployment, N M Teleservices realized a notable growth in productivity upon migration to Ameyo from the previous technology.

- **Capacity:** According to N M Teleservices, revenues have grown by 100% within one year. Moreover, Ameyo enabled N M Teleservices to switch from VoIP to IPLC implying an increase in their capacity.

- **Increased productivity with controlled idle time:** With Dynamic Call Pacing based on complex algorithms, N M Teleservices witnessed a remarkable reduction in the agent idle time, thereby increasing their productivity.

- **Efficient tech support:** With Drishti's 24x7 Support Helpdesk, N M Teleservices received efficient support and professional services that ensured smooth and stable operations.

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.

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AMEYO

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

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