

Shell Transource

Client Profile

Customer Name: Shell Transource Ltd.

Industry: BPO

Headquarters: Mumbai, India

Challenge:

- Wanted to reduce operational costs and provide value-added services
- Required superior technology with deep domain experience
- Needed a diverse, innovative solution

Solution:

- Ameyo gave them complete customer interaction management
- Dialer increased contact rates immediately and significantly
- IVRS and intelligent routing
- High uptime of 99.99% delivered
- Provided process-specific customizations which seamlessly mapped to business operation

Introduction

Shell Transource offers an array of services that covers ITeS, BPO, KPO and other non-voice business processes like data capture, digitizing and warehousing, human resource outsourcing, and logistics. Day-to-day operations of Shell include imparting world-class contact center services for their outsourcing client base. These include inbound, outbound, as well as blended voice operations and services such as document acceptance, scanning, data capture, check point verification, and document retention. Servicing some of the country's leading banks and NBFCs, Shell Transource has a strong focus for BFSI segment. The BPO, which has now been acquired by Vertex, services major Telecom companies and delivers a full range of services.

Business Challenges

Domestic BPO environment in India has become extremely competitive and allows only the toughest players to survive. With stringent profit margins to play on, contact centers are challenged with reducing costs and at the same time adding value to their services.

Leading BPOs have realized that there is a clear demarcation between the business strategies applicable to domestic and international markets. For the domestic BPO market, competition is more fierce. Developing a deep domain expertise coupled with superior technology to remain competitive is the need of the hour.

The industry-leading call center technology vendors have been very successful for international processes but for domestic processes where profit margins are much lesser; such mammoth solutions become a burden. The need was of a solution that was not just affordable but could ensure a diverse and innovative delivery model and help implement a SLA-driven approach to ensure repeat business.

Solution

Shell Transource has been delivering quality BPO services to a host of leading Indian and international clients in verticals spanning aviation, finance, banking, insurance, logistics, telecom, and taxation both in non-voice and voice processes. To service the stringent quality needs of such clients, Shell Transource required an industry-grade robust technology solution. Award-winning IP-based communication suite Ameyo became their choice for the same.

Ameyo IPCC gave Shell Transource complete customer interaction management capabilities in a single solution. The powerful outbound dialing module of Ameyo increased the contact rates significantly. The IVRS and strong routing capabilities of Ameyo added value to customer support processes of Shell Transource.



“ We were particularly impressed by the easy management of Ameyo. The solution simplified complex operations and management processes. The user interfaces have been designed from the end-user perspective and make the functionality much quicker. We look forward to exploring the solution capabilities further by integrating e-mail and web facilities to value-add to our service delivery. Drishti's team was adept to understand and match our requirement.”

S Sakthivel Murugan

AGM-IT,

Shell Transource

Ameyo delivered high uptimes of the order 99.99% ensuring business availability for the critical client processes of Shell Transource BPO.

The service oriented and modular architecture of Ameyo supported process-specific customizations and that seamlessly mapped to the dynamic process of the call center. Ease-of-use aspect of each user interface of Ameyo provided for quick acceptance among the different system users. Ameyo particularly scored for the time of delivery and the overall solution costs that were much lower than the other industry-grade solutions Shell Transource was using.

The solution is running on Standard Certified IBM Servers (IBM x series 3550 model) powered by Xeon processor(s), and truly utilized the computing power of standard, off the-shelf hardware modules, thereby reducing investment in hardware by up to 70%. In a simplistic scenario all components could be residing in a single IBM Server providing complete System and Contact Center functionality.

Results and Value Add-On

Highest scoring point for Drishti in this deployment was time of delivery. Even after using a trusted international solution, Shell Transource could not extend it to their domestic processes primarily because, a custom solution for domestic processes would have taken months of time not mentioning the associated costs.

Since the BPO handles some highly critical customer contact processes, even a minute system failure could not be afforded. Ameyo provided them a robust technology platform that ensured high business availability.

The BPO handles diverse processes and required CRM and business logic customizations as per the need of each unique campaign. Drishti team delivered them all process-specific customizations in record time.

Since the entire BPO was used to working on their previous technology solution, transitioning to a new system seemed difficult. But the easy-to-use GUI-based interfaces of Ameyo simplified the operations for each user—be it agent, supervisor, quality analyst, or operations manager. Ameyo provided for a consolidated and easy management of 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.

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

