

Symphony BPO Solutions

Client Profile

Customer Name: Symphony BPO Solutions

Industry: BPO

Location: Selangor Darul Ehsan, Malaysia

Challenge:

- Relied on manual handling of contact center processes
- Needed to boost business efficiency
- Required a scalable solution to be flexible with expanding business
- Needed to improve customer satisfaction

Solution:

- Delivered seamless interoperability between telephony and sales applications
- Automated dialing processes and increased customer outreach
- Ameyo's flexibility allowed multi-site operation
- Improved customer satisfaction tremendously
- Easy-to-use UI helped agents serve customers better

Introduction

The **Symphony Group** is one of Asia's leading business process outsourcing (BPO) outfit and has more than 3,000 clients—from private and public-listed companies to Fortune 500, Global 500, and large conglomerates across the Asia-Pacific region. They are a top 100 Global Offshoring Company and the only Malaysian company to be named for three consecutive years in the Global Services 100 list, an annual study recognizing excellence among global service providers published by Global Services/neoIT.

They are located in various parts of Malaysia, Tokyo, Japan and in Bangalore, India, delivering Contact Management, Human Resource, Financial, Corporate Secretarial, Share Issuance, and Registration and Cheque Processing Solutions. The Symphony Group also develops and implements Wealth Management Software Solutions for financial institutions in Malaysia and the region.

The Business Challenge

Symphony BPO Solutions being one of the leading outsourced call centers in Malaysia offers outsourcing services for financial processes, HR, contact management, among others. Some of these critical client processes are not just time bound but require impeccable service delivery. For the technology powering such operations, the business requirements were stringent and a robust solution was required.

Solution Delivered

The easy-to-use interfaces of Ameyo simplified day-to-day operations for all users thereby adding to the efficiency. The solution empowered the agents with complete customer information before the call is connected so that the agent is able to handle the call better. Ameyo powers some of their most critical client processes and helped deliver significant productivity boost for the Malaysia-based BPO.

“ Our dialing processes relied much on conventional practices and we were keen on transforming the entire business operations to migrate to a multi-contact center level. With Ameyo we achieved complete automation and interoperability between the telephony and sales applications and were able to deliver better to our customers. The user interface of Ameyo helped our agents handle the customers better.”

Sunita Soyza

Director, CRM OB

Symphony BPO Solutions

Results and Value Add-On

Ameyo helped Symphony BPO achieve a 200% increase in efficiency in their customer contact processes. The increased efficiency won them appreciation from their customers. Ameyo provided the robustness and was the perfect base to scale up processes with the expanding business. The solution provided the capabilities to configure a focused customer contact strategy. Symphony BPO was able to connect better to its prospects and experienced a considerable increase in sales.

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

