

Karvy upgrades to TxContact to deliver state-of-the-art contact centre services to their clients



In the year 2016, Karvy Group, a leading player in the Stock broking and IT services domain ventured into the BPO space to cater to the domestic market in India.

As part of this initiative, Karvy Data management Services (KDMS) acquired the domestic businesses of two leading BPO companies in India; Mphasis and Sutherlands Global and consolidated its position in the competitive BPO space in India.

Incidentally, Telenetix Private Limited officially ventured into the Indian market in April 2017 and bagged its first project from Karvy DigiKonnnect (the BPO sister concern of KDMS) in June 2017.

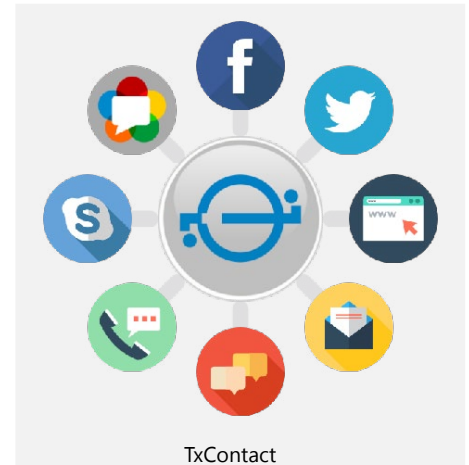
Post acquisition, Karvy's IT team decided to replace the Cisco UCC 9.0, a legacy hardware based Contact center platform from Cisco deployed in two of their new data centers.

The project involved deploying a High Availability 1000 seater multi site and multi tenant contact center platform with integrations with six different CRMs to handle 12 different processes (both Inbound & Outbound). Telenetix completed the migration within a record time of one month and the capacity has since grown close to 1500 seats. The end customers include leading BFSI customers like SBI-LIFE, ICICI, IIFL, SCB, India Bulls, Axis Bank, Bharti Axa, State Bank of Mauritius and Essel Finance.

Business Challenges

Karvy DigiKonnnect Service Delivery team works on the objective of touching targeted customers in their thousands on a daily basis with stringent SLAs. This will be impossible to achieve without a highly scalable and sturdy Contact Centre Platform. Campaigns that involve preview & manual calls, Auto Dialing using predictive dialer, Inbound queues, IVR blasts are carried out on a daily basis by close to 25 Service delivery teams across four locations. The key business requirements are listed below:

- Predictive Dialing ability on Dialer in order to minimize agent idle time and make the best use of resources.
- Easy management of agents across different outbound campaigns and inbound queues.
- Advanced multi-level IVR to handle toll-free numbers and effective routing capability to desired queues with CRM pop up.
- Integration of Karvy Inhouse CRM and other third party CRMs from Zoho, Salesforce and V-Tiger.
- Customized Reports providing summary and insights of team performance at EOD



TxContact

Benefits

- **Improved contact center automation**
- **Advanced predictive dialer**
- **Call back triggers**
- **Missed Call campaigns**
- **Auto re churn**
- **Integration with third party CRMs**
- **Omnichannel agent interface**
- **Advanced reporting**
- **Advanced telephony features**
- **Auto IVR**
- **Increased customer satisfaction**
- **Real time dashboards**



- Efficient PRI and GSM channel handling strategy with effective caller ID manipulation technique along with trunk switching between PRI and GSM.
- Quality Assessment for improving the process by analyzing call recordings.
- Agent, call, queue performance real time monitoring tools for dynamic decision making and supervising.
- Agents keeping track of performance and milestones by referring to history for the day on their phone client.
- A highly scalable system with low hardware footprint and downtimes.
- Easy and quick switching of call traffic between multiple Centres positioned in multiple geographic location during technical downtime.
- Virtual isolation of tenants on single server that would help the server management team without compromising data security.

Solution

TxContact is Telenetix's flagship contact center Platform. With its ability to handle high volume demands, with the low hardware footprint, TxContact offers the most flexible and cost effective way to handle very high call volumes.

Apart from common contact centre application features, the below listed additional features has made the TxContact platform the number one choice for handling Karvy Digikonnnect's BFSI clients:

- Predictive dialer incorporated in TxDialer has not only met the expectations but surpassed the expected performance metrics
- Call back triggers from CRM application helped the SD team to handle call back requests within the defined SLA
- Auto re churn capability on TxDialer based on specific Dispositions and prescribed time interval.
- Integration of third party CRMs like Salesforce, V-Tiger and Zoho with extended Dialer API support.
- Trunk pool feature to utilize and handle available calling channels effectively for Dialer and Manual outbound calls. Common prefix across multiple gateways is no more a challenge for the operations team at Karvy
- Switching between trunks using prefixes and routing between PRI / GSM
- Dashboards to monitor campaigns, agent status and state duration statistics, queues and calls enabled the



SD team to supervise on a unified dashboard.

- Easy audio record assessment supported by TxRecord helped the QA team to access record files supporting various search filters and bulk record downloads for file transfer / backup via SFTP sites.
- TxContact is a Contact Center Platform, which can accommodate upto 1000 agents on two entry level Servers in High Availability mode. This resulted in lower TCO due to reduced hardware cost, lesser space and easy server management.
- TxContact can virtually isolate tenants and accommodate tenants in single server without any unauthorized interference on data and resources.
- TxContact replaced the agents involved in EMI reminder and collection with Auto IVR. Hence automation of daily routines helped the team managers to allocate agents to high priority processes.



Telenetix established in the year 2004 is a Customer experience and Universal Communications technology company. Our focus has been in having a unique corporate culture that starts with our mission statements Curiosity, Passion, Commitment and Openness. Creating innovative solutions that solve our customer problems and help them to grow their business is our primary goal and we work towards achieving it with our expertise.

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