

## *A scalable, cost-effective Call Center solution for Khodayss*

### **BACKGROUND**

Khodayss is a famous brand name associated with a range of fast moving consumer goods in Karnataka. Their businesses extend from distilleries, beverages, flavanoids to leather products. Given their wide exposure to different industry segments, they have decided to set up a 1000-seater Call Center in Bangalore.

### **CHALLENGE**

Khodayss required to have a call center set up that would handle both in-bound as well as outbound calls, with multi-skilled agents handling both. During the initial phase, at their Bangalore Head Quarters, Khodayss Call Center expected to have 3000 call volume per day with 100 agents to handle these calls. Eventually, over a 6-month expansion plan, Khodayss expects to handle 50-60,000 calls per day with a full-fledged 1100 seat call center.

### **THE QUALITY CHALLENGE**

The challenge of such a large and efficient call center were to achieve a high score on the Key Performance Indicators (KPI) for Quality Assurance: an 85% and above call resolution ; low abandonment rate ; reduced call holding time and fast pick up time. A high score on the KPI index meant a careful selection and seamless integration of technology.

### **THE TECHNOLOGY CHALLENGE**

The specific challenges that had to be addressed at Khodayss could be clearly drawn on the following platforms

#### *IN-BOUND*

- Multiple in-bound call queues, wherein not more than 3 calls to be on hold and all calls to be picked up within 20 seconds
- Multiple trunk groups
- Skill based routing to fully utilize Multiple Skilled Agents
- Seamless blending between inbound and outbound campaigns
- Real-time reporting capabilities to improve data sharing and operational efficiency for clients in US & UK
- Switch and Mux should work on both T1 and E1 standards simultaneously since campaigns from both US and UK expected
- High availability on IPLCs
- Voice & screen logging on demand

#### *OUT-BOUND*

- A True distributed environment with local screen pops from their server in Bangalore and remote dialing engines in the US & UK
- Easy management of remote dialing engines
- High flexibility in on-line list loading
- A small server footprint with scalability beyond 500 agents

#### *VOICE TRANSPORT*

- Load balancing with different IPLCs
- Full Redundancy
- Scalability
- Multi Media capability



#### WFM

- Reporting capabilities to improve company-wide knowledge and communications
- A networked contact center solutions to instantaneously share reporting and human resources across remote locations
- Real-time CRM solution capable of easily facilitating and modifying business partner promotional campaigns

#### THE BUSINESS CHALLENGE

- To optimize work force productivity
- Improved efficiency through automation
- Managing the trade-off between overheads and customer service

#### SOLUTION

3D Networks prides itself in being a turnkey SOLUTIONS PROVIDER rather than a mere Systems Integrator. We proposed a solution to Khodayss that would not only manage a complex and predictably voluminous call center operation, but also build a profitable, long-term customer relationship.

- Symposium Call Center Server for skill-based flexibility, fewer lost calls, ease-of-use, open architecture and for its real-time reporting and tracking tools
- Nortel Meridian 81C full redundancy PABX with an Automatic Call Distribution (ACD) or skilled routing system.
- Nortel Passport 7480 , the heart of the Call Center, positioned at the India and the US centers for effective utilization of the IPLC bandwidth and for full redundancy and scalability. Using Passport 7480, we proposed an FR backbone solution to derive advanced features like link aggregation, load balancing, QoS and high availability along with very high compression techniques like voice activity detection and Silence suppression over G729A protocol.
- A Verint Ultra Voice Logger with advanced features like voice and screen logging on demand and quality monitoring.
- A Teleopti Contact Center Coach to optimize the workforce processes at Khodayss

#### THE RESULTS

The Khodayss Call Center, which has just been commissioned, has been successful in holding its service-level target of answering 80% of calls within 20 seconds.

With skill-based routing, agents are able to use their full range of expertise, spend their time more productively and enjoy greater job satisfaction. More importantly, customers are getting the support they need quickly, making each interaction a positive experience.

With the Open Architecture of the Call Center, 3D Networks has ensured that Khodayss is able to smoothly expand to 1100 agents as part of the growth plans. *"The advanced functionality, flexibility and scalability of solutions lets us plan ahead and also increase the bandwidth of our sales, support and financial customer services"* says Mr. G. S. Pai of Khodayss.

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