

NM TeleServices

Case Study

Client Profile

N M Teleservices (www.nmteleservices.com) is a BPO based in Mumbai, India.

The company caters to clients in various geographies like Australia, United Kingdom and 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 in-bound, out-bound, and tech support.

“ Drishti is doing great job with constant innovations. Drishti offers better services and world-class support that has added value to our business. ”

Sarfaraz Alam
N M Teleservices

Client Requirement

For their outbound as well as inbound operations, N M Teleservices needed a highly scalable & flexible solution in order to enhance their agents' productivity, increase effective contact rates and enable them to increase their business.

- Operations: N M Teleservices was looking for a technology partner who could understand their processes and provide an offering with the required feature-set. They required a solution that would take into consideration legal requirements for calling in various countries such as compliance to Do-not-call (DNC) and Answering Machine Detection.
- IT: N M Teleservices wanted a technology partner that could offer reliable business solutions. They asked for a solution that would minimize downtimes and relieve their IT team of numerous interactions for coordination between their connectivity provider and solution provider.
- Ease of supervision: N M Teleservices required a flexible solution for its rapidly increasing agent workforce. They required a solution that could keep a track of the entire operations wherein evaluation parameters could be changed in the short, medium or long term in accordance with changing management objectives or strategies.

After evaluating a number of solutions, N M Teleservices chose Drishti's technology for its very high Answering Machine Detection, Do-not-call Compliance, Dynamic Call Pacing, Easy Installation and other productivity enhancing features.

Overview

- ✓ Outbound (Predictive dialer), CRM and Database.
- ✓ GUI-based reporting
- ✓ High uptime
- ✓ Do-Not-Call Compliance
- ✓ High Answering Machine Detection
- ✓ Multiple campaigns to be run in the same geography with same or different agents assigned
- ✓ Dynamic call pacing to control Agent Idle Time

Other key requirements

Hardware capabilities (Dialers)

NM Tele was grappling with limitations in hardware capabilities in terms of inefficient dialer which did not offer stability and scalability resulting in low productivity levels.

Call Pacing

With the earlier solution, NM Tele agents were facing high wait times. DACX outbound, which uses a complex algorithm (Learnsys™) offers multiple dialing modes such as predictive, power and preview, maximizes agents' efficiency and a controlled idle time.

Value Delivered

- ✓ 60% growth in productivity
- ✓ Higher revenues leading to increase in their capacity
- ✓ Controlled Idle Time
- ✓ Efficient tech support

About Drishti

Drishti is a leading provider of Contact Center Software & Enterprise Communications Solutions. Drishti's award-winning flagship offering – DACX Contact Center Suite has been a huge success in India and Philippines and has become the leader in the Small and Medium Enterprises (SME) segment in India within a span of two years. Drishti is currently building Communications technologies for the next-generation Enterprises, empowering them to manage their needs to dynamically manage Business Processes, Interactions, Workforce and Service Levels on emerging Unified Communications (IP Telephony, Unified Messaging, Conferencing, Presence Management, and Application Collaboration).

With strength of over 200 clients, Drishti serves across various verticals such as Telecom, Technology, Financial Services, Outsourcing, Market Research, Directory Services and Travel & Hospitality.

Distributed across five offices in two countries, Drishti's expert workforce comprises of more than 100 individuals across R&D, Sales & Marketing, Engineering and Support units.

Efficient support

With their previous solution, N M Teleservices had to contact the US support team for any kind of technical issue. They were looking for efficient support services that required minimum number of escalations. DACX 24x7 Support Helpdesk (DaSH) provides efficient support and professional services to its customers with its technical helpdesk, available 24x7 (phone, chat, email) to ensure hassle free operations. Drishti ensured that NM Tele's support requirements were met in time, impacting their business positively.

Solution

Drishti's technology team, solution consultants and NM Teleservices team worked together to map out process criticalities. Not only did Drishti address critical issues but it was also able to suggest enhancements that made the clients' capability future-ready. DACX addressed their requirements as outlined below.

- ✓ Integrated inbound and outbound solution with capabilities of E-mail, SMS, Chat support that could be used in conjunction or separately depending on projects the client undertook. The solution also enabled multiple campaigns to be run in the same geography with same or different agents assigned.
- ✓ 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. Additionally, the switchover to DACX from the earlier deployment was smooth and less time consuming.
- ✓ Drishti implemented a complex self-learning predictive dialing solution (with Learnsys™ algorithm) at N M Teleservices which incorporated a high Answering Machine detection (AMD) ratio and Dynamic Call Pacing for adjusting the number of calls that should be thrown at any point in time. The call pacing mechanism takes into account various factors (answer rate, busy signals, AMD, average talk time) and intelligently throws calls to the agents, increasing live connects.

Value Delivered

60 % growth in Productivity

Within a month of DACX™ Contact Center Suite deployment, N M Teleservices realized a 60 % growth in productivity upon migration to DACX™ from the previous technology.

Capacity

According to N M Teleservices, revenues have grown by 100% within one year. Moreover, DACX™ 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 DACX 24x7 Support Helpdesk (DaSH), N M Teleservices received efficient support and professional services that ensured smooth and stable operations.