



Our Client is one of the largest communications service provider in the country, As a part of serving the nation and its people with quality services, it opted for outsourcing of its Directory Enquiry Services.



Client's challenges:

- Enhancing the existing customer service process by implementing a cost effective CRM strategies
- Provisioning the entire Contact Centre Infrastructure & technology
- Capture Customer Feedback after every interaction with both online and IVR based survey for evaluation and improvement
- To provide state of the art technology and 24x7 technical support
- Maintain and Updated Database
- Lack of trained and professional staff

Infoline Approach and solutions

- Provisioning of the state of the art call centre infrastructure laid on hosted IPCC technology through strong support partnership
- Increased customer satisfaction using a comprehensive web support system
- Active web content management and monitoring to ensure better response time to customer queries
- Identifying, recruitment and training of the agents
- Ensured a smooth process migration
- Day to day operations management by the experienced and skilled process managers
- Defining and implementing the quality control process thereby assuring enhanced quality in communication and response time
- Proactive daily call monitoring and reporting to the client
- 24X 7 technical assistance
- Able to upgrade the technology and provide multi channels for the Contact Centre
- Client benefited from reduced cost and proven increased productivity