A Leader in Business Process Outsourcing and IT Services Increases Contact Center Scalability and Flexibility

Industry
BPO

Oracle Products & Services
Oracle CRM On Demand
Oracle Fusion CRM
CRM++ Computer Telephony Integration

Implementation Partner
CRMIT Solutions
www.crmit.com

Benefits
- Comprehensive CRM platform with unified screen-based telephony
- Streamlined telephony activity within your business
- Improved customer relationships, service levels and customer satisfaction
- Manage Service Request life cycle, submission - follow-up - closure
- Increased telephone call efficiency and throughput
- Personalized telephone interaction - identifying callers automatically
- Increased business productivity
- Improved reporting & collaborative management.

Company
A Leader in information technology services and business process outsourcing solutions providing services to businesses, government agencies, and non-profit organizations with its Head Quarters in the United States with its operations in nearly 100 countries. They have played a vital role in implementing a complete end to end BPO solution for a Civil service organization which provides social service programs such as the rehabilitation of handicapped persons, child welfare, blind services, public assistance programs, and the food stamp program.

Challenges
With difficulties in gathering the customer information from different legacy systems and transforming them to provide comprehensive a response to the customer, they needed a modern solution in place. They decided to setup a dedicated call center with the required infrastructure and man power. They sought for a solution that would help them record the status of a call and track the progress of a request raised by the customer himself through multiple communication channels offered. With project deadlines were extremely stringent it was imperative to have a solution that would help the business reduce the Turn Around Time in completing each Service Request.

Solution
Oracle’s CRM OnDemand was chosen for the core call & case management component for tracking all inquiries through the different channels and help in tracking all outstanding items. With Computer Telephony Integration [CTI] in place, they were able to automatically log call records for every call to the Customer Service Center and auto-assign the call to Service Agents based on certain business rules. This ensured better customer experience as the average wait to an agent was reduced along with a better Turn Around Time for service request was achieved.

Requirements:
- Optimum screen navigation which reduced call handle and waiting time.
- Reduced average call handling
- Lower implementation and maintenance cost
- Interaction details and enhanced case related information were easily available to the agent, which assisted them in providing better solutions to the customer.
- Improved customer service representative efficiency and reduced training costs