

# Telephony Call Center company overcomes its challenges by successfully implementing CRMOD and integrating it with Call Centre systems using CTI.

## Industry

Banking & Financial Services

## Oracle Products & Services

Oracle CRM On Demand  
Oracle Fusion CRM  
CRM++ Computer Telephony Integration



## Implementation Partner



CRMIT Solutions

[www.crmit.com](http://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

Established to deliver world class wealth management consulting and advisory business in the emerging markets of Asia Pacific, Africa, Eastern Europe and Latin America. With several teams of sales personnel's on the phone supported and complimented by face to face sales staff, They were masters in converting prospects to closed deals for a range of financial products for different financial stakeholders.

## Challenges

With Marketing, Sales & Customer Management processes across countries for Outbound Telesales began to grow as a challenge as they needed a solution which would ingrate their call center systems with CRMOD. Different systems such as Avaya and Drishti Ameyo Call Center systems being incorporated they needed to bring in the change which worked across different platforms. With the start of new cross selling, up selling of Financial product. They needed a solution to maintain a Customer database for Wealth Management Consulting. Real time tracking of Campaign and Call Center performance with a 360 degree view of Employees was also the need of the hour.

## Solution

On Successful Implementation of Oracle CRMOD for efficient Marketing & Sales operations. Creation, updation and Management of a comprehensive customer database in CRMOD was achieved. CRMIT's CTI Integration between CRMOD and Telephony Systems Avaya / Drishti commenced and on successful implementation they achieved a solution that met their requirements and overcame their challenges 100%. With a 360 degree view of their operations along with focus on the customer they were better managed. The system has also helped them to implement better training, compensation and incentive management systems .

## Results

- Faster, consistent, transparent processing systems

- Management visibility in real time
- Seamless Integration, increasing productivity
- Call Report to track employee performance, calculate call ratings
- Advanced Analytics - Team Efficiency, Turn around Times
- Increased customer satisfaction levels.

Customer Case Study

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