

Case Study

InfoVision Group

Aspect Powers InfoVision Contact Centre with Aspect® Unified IP™

The Company

InfoVision Group (IVG) is one of the largest independent IT-enabled services companies in India. With more than 16 years of experience, its 8,600 employees are focused on providing inbound and outbound contact centre services, database management and back-office support services for domestic and international clients across 14 cities in India. InfoVision Group has a global presence with clients in the United States, the United Kingdom, Singapore, Australia and India.

InfoVision provides Customer Centric Process Outsourcing (CPO) to national companies and multinational companies. The key service areas include customer interaction centres, direct marketing, loyalty and fulfillment programs, software solutions for customer relationship management (CRM) and consultancy services. InfoVision services clients from diverse industries like retail, telecom, entertainment, IT, electronic goods, banking and insurance. It plans to drive business growth by expanding its contact centre service offerings and hiring more agents.

The Business Challenge

- Improve customer service levels.
- Segment customers more effectively to increase satisfaction.
- Manage a growing number of agents and increasing call volumes with ease.
- Enhance agent productivity.
- Reduce operating expenses.
- Administer and adhere to changing legal regulations.

The Solution

InfoVision implemented the capabilities of Aspect Unified IP, an IT-ready [Microsoft] .Net Web services platform product that unites customer contact capabilities to help organisations execute on their unified communications strategies. This is a complete contact centre solution that unites inbound, outbound and blended multichannel contact (voice, internet contact and fax), while also delivering voice portal, recording and quality management, and unified reporting and administration capabilities.

The Results

- Improved agent productivity and lowered operating costs.
- Increased customer contact rates by 20 percent.
- Enhanced customer satisfaction.
- Created ability to comply with legal regulations by providing consumers with the option of removing themselves from any calling list.

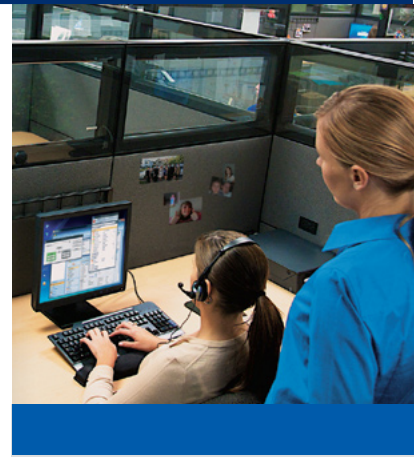
Contact centre outsourcing and IT services are a dynamic market in which the needs of clients are constantly growing and changing. InfoVision Group is one of the largest independent IT service companies in India, and it needed a solution that could respond to changing business requirements, while ensuring high agent productivity and customer service levels.

Managing Business Growth

InfoVision manages businesses and call centres, offering a variety of services, such as database management, customer service, sales and telemarketing contact centre activities, and back office support for domestic and international clients across the United States, the United Kingdom, Singapore, Australia and India.

An acquisition of several new global clients spurred the need to revamp its contact centre. To better serve these new customers, InfoVision determined that it needed more robust and reliable outbound and inbound systems to provide expanded functionality to its growing client base.

As a result, InfoVision recognised that its contact centre needed higher answering-machine detection accuracy to better comply with global regulations, agent whisper functionality to improve agent productivity and 100 percent call logging to ensure call quality. In addition, InfoVision wanted to implement a solution that could also blend inbound and outbound calls to ensure high service levels. The company also determined that it needed other advanced capabilities that could effectively manage its growing number of agents, including a voice portal and outbound capabilities.



“As our global clients continued to grow, we had to rethink our business strategy to remain competitive and sustain the business growth. Taking the challenge in stride, we revamped our technology network and adopted Aspect solutions for our contact centre. Now, we are not only happy with the level of customer satisfaction we’ve achieved, but we have also successfully increased agent productivity and significantly reduced operating costs.”

Navtej Matharu,
Vice President
InfoVision Group



Aspect: The Vendor of Choice

InfoVision needed a solution that had multiple capabilities unified into one powerful and scalable platform. The company evaluated the strengths and weaknesses of several products from different vendors, including Interactive Intelligence, Inc. and Altitude. As InfoVision was searching for an ideal technology vendor to help them sustain their growth, their system integrator recommended implementing the capabilities from the Aspect® Unified IP™ platform product.

InfoVision ultimately selected Aspect Unified IP, which delivered the advanced contact centre capabilities the company needed and provided the best total value over other solutions. Aspect Unified IP has highly accurate answering machine detection features and fax tone detection, while its inbound calling features include agent whisper functionality and simplified call logging and recording. The solution also provides seamless blending of inbound and outbound calls and scales from tens to thousands of agent seats, which helps ensure high service levels as the customer base and call volumes grow. Aspect Unified IP also offers complete outbound capabilities and voice self service options as part of the solution.

"The Aspect solutions met our service requirements perfectly," said Navtej Matharu, Vice President, InfoVision Group. "The Aspect team provided us with an attractive package, 24-hour support and offered to train our agent team. And, the Aspect team effortlessly customised its solutions to suit our requirements. Their commitment and focus on customer service impressed us immensely.

The Newly Empowered Contact Centre

The company initially implemented Aspect Unified IP in a 120-seat contact centre in less than one week and began to see immediate benefits. Aspect Unified IP now enables InfoVision's contact centre to easily manage a wide range of inbound services, including customer service, technical help desk and response management, and outbound services including telemarketing, sales and collection activities.

Also, with Aspect Unified IP the company has more effective outbound campaign capabilities. It enables agents at InfoVision to use the system's outbound dialling feature to contact consumers in a series of predictive and preview campaigns. The solution can be set to filter positive voice calls from fax tones or answering machines, enabling InfoVision to increase the accuracy of outbound calls. And, its "auto" mode pacing allows InfoVision to handle up to 20 percent more voice contacts than before, which has led to a significant increase in agent productivity.

Aspect Unified IP also offers several other operational advantages including:

- Reduced operating costs because calls can be easily routed to the most appropriate agent.
- Highlight flexible and customisable voice portal capabilities for improved customer self-service experiences.
- Easy integration with third-party capabilities, including SQL and Carevision, a CRM solution to provide seamless access to customer history and data.

All of these capabilities help InfoVision provide an improved customer experience.

Optimised Call Handling, Maximised Productivity

Since deploying Aspect Unified IP, InfoVision's call handling has improved drastically, which has positively impacted agent productivity. The call routing feature intelligently routes inbound calls based on skill set and agent availability, allowing InfoVision agents to handle these calls more effectively. Aspect Unified IP offers pre-recorded agent greetings, making agents more productive because it gives them some extra time to prepare for the next customer call. This feature has increased agent job satisfaction by eliminating the need to repeat the greeting with each call. Agents can also access customer information and use caller-identification to access customer history through advanced computer-telephony integration (CTI).

Outbound call handling is improved as well. Aspect Unified IP helps InfoVision provide additional services to its customers and achieve higher customer satisfaction. For instance, in InfoVision's outbound campaigns, Aspect Unified IP plays a message while the customer waits for the dialler to give the call to the agent. Customers receive the option of removing themselves from any calling lists at anytime, helping InfoVision easily comply with legal requirements and Do Not Call restrictions in countries like the United States and the United Kingdom.

Another feature which has made a big impact on InfoVision is call blending. When running an outbound campaign, Aspect Unified IP can detect, prioritise and route any incoming calls to the same agents. It automatically slows down the outbound dialling based on the volume of higher priority inbound calls, maintaining the pace of the call volume according to the flow of inbound calls. Call blending enables agents to work on other duties and calls during lulls in incoming traffic, resulting in increased productivity and improved customer satisfaction due to reduced hold times.

"We have invested more capital to revamp our contact centre system with Aspect Unified IP and it was quite worth it," said Navtej Matharu. "Productivity has increased impressively and we are benefiting from a seamless flow of operations. Moving forward, we plan to buy the Aspect solution for an additional 2,000 seats. We would rate Aspect solutions among the best in terms of technology."

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact centre. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

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