

# Karvy upgrades to TxContact to deliver state-of-the-art contact centre services to their clients



In the year 2016, Karvy Group, a leading player in the Stock broking and IT services company ventured into the BPO space to cater to the domestic market in India.

Karvy acquired the domestic businesses of two leading BPO companies Mphasis and Sutherlands Global and consolidated its position in the competitive BPO space in India.

Incidentally, Interlink Network Systems officially ventured into the Indian market in April 2017 and bagged its first big project from Karvy DigiKonnnect (Previously KDMS) in June 2017.

Karvy's IT team wanted to replace the legacy hardware based Contact Center platform from Cisco deployed in one of their acquired data centers. After facing stiff competition from established players like Genesys and Aspect, Interlink was chosen as the Technology partner.

The project involved deploying a High Availability 1000 seater multi-site and multi-tenant contact center platform with complex integrations with 6 different CRMs. Interlink completed the migration within a month and the capacity has since grown close to 1500 seats till date.

Karvy is one among the leading Data Management and Banking Finance Service in India having Call Centre services across different states. Mumbai Thane C3 is one of the centre accommodating 700+ agent seats and delivering services to 10+ leading processes like SBILIFE, ICICI, IIFL etc.. TxContact is fueling the business process with its Contact Centre telephony solutions since 2017.

## Business Challenges

Karvy Service Delivery team works on the objective of touching targeted customers without loss of agents availability time. Productivity is a buzzing word at every end of the day, which will be impossible to achieve without an efficiently performing Contact Centre telephony solution. Tasks like manual calls, Dialer campaigns, Inbound queues, IVR blasters etc.. are the daily exercise of SD teams. Key challenges faced and experienced by the teams are listed here.

- Predictive Dialing ability on Dialer in order to minimize agent idle time and meet the best use of resources.
- Easy management of agents across different outbound campaigns and inbound queues.
- IVR Front end for toll-free numbers and effective routing capability to desired queues with CRM pop up.
- Integration of Karvy Inhouse CRM and also third party CRM
- Exposing of API for CRM application in order to handle Dialer campaigns and reports.

TxContact

### Benefits

- **Improved contact center automation**
- **Advanced predictive dialer**
- **Call back triggers**
- **Missed Call campaigns**
- **Auto reurn**
- **Integration with third party CRMs**
- **Omnichannel agent interface**
- **Advanced reporting**
- **Advanced telephony features**
- **Auto IVR**
- **Increased customer satisfaction**
- **Real time dashboards**



- Customized Reports providing summary and insights of team performance at the EOD.
- Efficient PRI and GSM channel handling strategy with effective caller id manipulation technique. Also trunk switching between PRI and GSM.
- Quality Assessment for improving the process by analyzing call recordings.
- Agent, call, queue performance real time monitoring tools for dynamic decision making and supervising.
- Agents keeping track of performance and milestones by referring history for the day.
- Need of Dialer campaign for "Give Missed Call" marketing advertisement and sms acknowledgement.
- For an on-prem technology solution, accommodating significantly large number of agents require large data centre space which in turn occupy bigger floor and rack space in a centre. Workflow of team managing and maintaining the hardware will be complex task with increase in hardwares.
- Easy and quick switching of call traffic between multiple CC positioned in multiple geographic location during techdown time.
- Virtual isolation of tenants on single server and would help the server management team without compromising data security.
- Scheduled dialing of Auto IVRs for collection and reminding of due dates for credit accounts.
- Rechurn unsuccessful calls based on disposition and retry at predefined frequency.

## Business Challenges

TxContact is our flagship contact center solution. It successfully creates a reliable and consistent way for your customers to receive top quality support. With its ability to handle high volume demands, with the lowest hardware requirements in the business, TxContact offers the most flexible and cost effective way to provide the best customer service.

TxContact is bundled with the software that equip the service delivery team with flexible Contact Centre solution in easy handling and customizing capabilities.

Apart from common contact centre application features supported by any other providers, following list are of specific cases which made the TxContact solution user friendly and top choice.

- Predictive dialer incorporated in TxDialer was not just met the expectation but hitting above the expected Dialer performance target.
- Call back triggers from CRM application helped the SD team to easy handling call back requests.

- Dialer call trigger configurations for strategies like Missed Call support, where advertised missed call inbound traffic of customer calls are converted to Dialer campaign with justifying call order and sms acknowledgement.
- Auto re churn capability on TxDialer based on specific Dispositions and prescribed time interval.
- Integration of third party CRMs like Salesforce, Sokrati and Zoho with extended Dialer API support.
- Customized reports reducing manual tasks of MIS team.
- Call and Browse in single window using call client TxTalk reduced the workflow by not using multiple application on low spec desktops.
- Trunk pool feature to utilize and handle available calling channels effectively for Dialer and Manual outbound calls. Common prefix across multiple gateway is no more a challenge for TxContact.
- Switching between trunks using prefixes and routing between PRI / GSM.
- Dashboards to monitor campaigns, agent states and state duration statistics, queues and calls enabled the SD team to supervise on single screen and seat.
- Easy audio record assessment are supported by TxRecord assisted the quality team to access record files supporting various search filters and bulk record download for file transfer / backup via sftp sites.
- TxContact is a CC solution which can accommodate thousand agents CC technology on descent dual server in HA mode. This resulted in cost reduction on server hardware, space optimization for data centre and easy servers management for IT team without compromising HA.
- Simple web frontend enables the user (provided user access) to switch the call traffic between multiple geographic locations during technical down time.
- TxContact can virtually isolate tenants and accommodate tenants in single server without any unauthorized interference on data and resources.
- TxContact replaced the agents involved in EMI reminder and collection with Auto IVR. Hence automation of daily routines helped the team managers to focus agents on high priority targets.
- Sub module of TxContact is TxDialer incorporated with various features and functionalities which are flexible enough to meet Dialing activities, Re churn based on disposition and at predefined frequency helped the SD team to meet their Dial out targets as expected.



Interlink Network Systems established in the year 1991 is a Telephony and Enterprise Application Integration (EAI) software products and services company. As a US subsidiary company of Telenetix with valued customers in US, Canada, Africa and Middle East and South-Asia. Interlink is committed to delivering high quality products and services.

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