

CASE STUDY

AMITY UNIVERSITY



C-Zentrix enabled AMITY University to connect better with its prospect, keep track of all its leads & ensure faster conversions.

Amity is the leading education group of India with over 1,00,000 students studying across 1000 acres of hi-tech campus, pan India.

Amity University is a private university in India. Established by the non-profit Ritnand Balved Education Foundation in the Indian state of Uttar Pradesh; it has campuses in Noida, Lucknow, Gurgaon, Jaipur, Gwalior and Dubai. Amity was India's first private university slated to implement reservations for both faculty as well as students, The school started with an enrollment of 120 students. In 2011, it had 1,00,000 students in 240 programs. Amity also has Business Schools across various cities in India, London, Singapore, Dubai and Mauritius under the name of "Amity Global Business Schools"

CHALLENGES

As a large and decentralized institution, Amity University (AU) faced common barriers to campus wide Knowledge Flow Management (KFM) adoption as those faced by many other Universities and finding & implementing a solution that would allow campuses and students to get involved with KFM.

Other major challenge was managing the internal and external queries, in absence of a centralized helpdesk, regarding

1. Course Structure
2. Course Fee
3. Course Duration
4. Payment Modes
5. Hostel Facility
6. Result announcements
7. Campus Details
8. Placement Details...etc.

SOLUTION

C-Zentrix provided AU with its unique Single Box Solution called C-Zentrix SME. The architecture provided to AU ensured that multiple remote helpdesk support can be created over a single centralized server located at Noida.

The solution enabled AU to easily manage all its external and internal queries like campus locations, courses, fee structure, faculty, and placements...etc. and thus helped achieving further confidence amongst its stakeholders (Students, Parents & Teachers).

SOLUTION HIGHLIGHTS-

C-Zentrix SME: C-Zentrix SME has been installed on a server with occupancy of 60 agents on a single box.

DID Mapping: DID have been mapped accordingly so as to provide maximum connectivity even in the peak time. The Queue has been designed in such a way that "n" number of calls can be accommodated provided the channels are available.

IVR Facility: An IVR with multiple options, sub-options has been created which guides the students/guardian to choose the closest possible option related to their query for a quick resolution.

Off-Calling/Holiday IVR: An Off-calling IVR as well as Holiday IVRS has been configured which enables AU to make use of those calls which has landed of the contact center server post calling hours.

Integration with AU Database to Draw Customized Reports: C-Zentrix provides some specific Reports dump to their dummy tables through a dummy link. Through this dummy tables AU recreates their own reports format, completely based on user defined queries and logics

VALUE CREATED

After the implementation of C-Zentrix solution AU has seen huge improvement in connecting to the prospects, which is a result of providing single point of contact for all their admission related queries and concerns.

The prospect closure has improved considerably.

Tracking and managing the lead conversation, walk-in numbers on prospects, caller's performance...etc has also improved

C-Zentrix solution has provided the Amity University's business team with a tool which helps them to have a better control of their business and get the best out of their people and processes.

It also has provided them with an open platform which can be enhanced with every new need and facilities like "Robo-Dialing" etc. can be built in quickly to improve the end customer experience even more

REACH US TO KNOW HOW YOU CAN ENHANCE YOUR CUSTOMER EXPERIENCE FURTHER

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