



# A COMPLETE CUSTOMER ENGAGEMENT SOLUTION SOLUTION FOR TELESALES & LEAD MANAGEMENT

Using C-Zentrix Contact Center Solution and Lead Management APP



# C-Zentrix-At Glance

- C-Zentrix is a flagship product of Towards Vision Technologies Private Limited (TVT) a company incorporated in the year 2002.
- C-Zentrix range of products specializes in software products for contact center and enterprise level applications for voice and data
- With 500+ customers and approximately 50000 live licenses running at any given point of time , we are now a leading Contact Center solution provider in India
- Some of the many customers certifying C-Zentrix capabilities - [Max Life Insurance Limited](#), [ICICI Lombard](#), [Reliance General Insurance](#), [Berkshire Indi](#) ,[SMC India](#), [NSE Mumbai](#), [NIIT Limited](#), [Amity University](#), [Kohler India](#), [Pidilite Industries](#), [Snap Deal](#), [Quikr](#), [Red Bus](#) , [Videocon Next](#), [MNREGA Rajasthan](#), [DIAL 100 Mumbai](#) and many more.
- Presence in 5 continents including countries like India, Bangladesh, Srilanka, Malaysia, Indonesia, Dubai, South Africa, Ethiopia and Brazil

# C-Zentrix Customer Engagement Solution-

A Complete Solution for Tele-Sales and Lead Management

- Advanced Tele-Calling Solution with Skill based **inbound call routing, 100% Call Recording, Quality Management and Real Time and Historical Reporting**
- Advanced Tele-Caller Interface for recording the customer issue, generating the complain id or trouble ticket number, .
- **Advanced Web** and **Mobile App** based interface for tracking **complain/ticket status**, TAT reports, escalated ticket details and various **Ageing Reports**

# LEAD FLOW MANAGEMENT – Tele-Callers to Sales Manager (Automated Push)

Lead from Tele Caller A  
(Disposition: Interested)



Lead from Tele Caller B  
(Disposition: Interested)



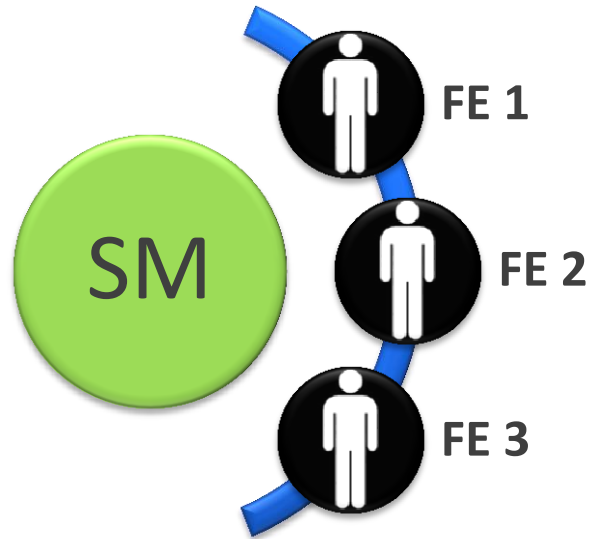
Lead from Tele Caller C  
(Disposition: Interested)



Automatically pushed to the Specific SM as per the mapping based on disposition, Product or Geographical Area or any other criterion



# LEAD FLOW MANAGEMENT –Sales Manager (SM) to Field Executive(FE) (Automated or Manual Push)



Lead is pushed by SM to his FE mostly manually based on Location, Product and Availability of the FE

# LEAD FLOW MANAGEMENT – Field Executive meets the Customer

Field Executive meets the Customer, updates about the Products and maybe close the Lead. He updates the Lead Status either by:

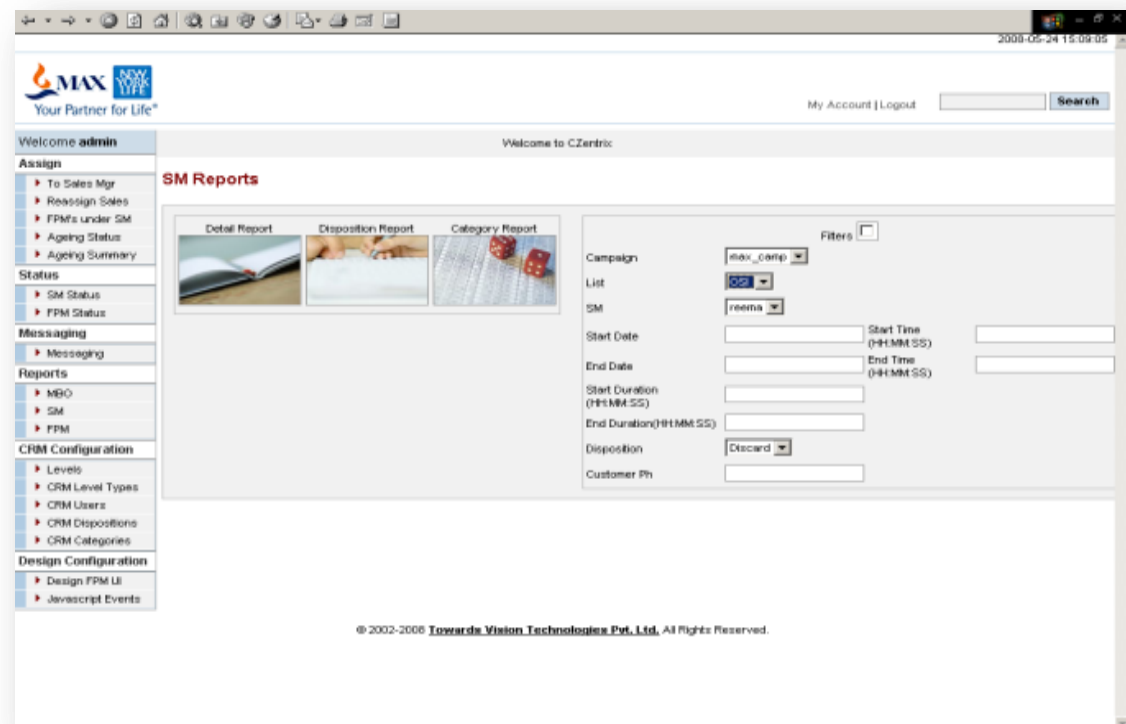
- **Web**
- **Mobile App**
- **SMS**
- **Email**
- **IVR**

# LEAD FLOW MANAGEMENT – Status and Report Visibility

All the Lead Status is visible in Real Time to all the users in the business chain as per their access levels

## Reports Like:

- Ageing Reports for every user of Sales Team (SM,DSM,FE)
- Disposition wise Report for every user, team or geography
- Category Reports for Business
- Lead Source wise report
- Fulfillment Report



The screenshot displays the C-Zentrix CRM interface. The top navigation bar includes the MAX logo with the tagline "Your Partner for Life", a "My Account | Logout" link, and a search box. The main content area is titled "SM Reports" and features three report thumbnails: "Detail Report", "Disposition Report", and "Category Report". To the right of these thumbnails is a "Filters" section with various input fields and dropdown menus for filtering reports. The filters include: Campaign (dropdown), List (dropdown), SM (dropdown), Start Date (text input), Start Time (HH:MM:SS dropdown), End Date (text input), End Time (HH:MM:SS dropdown), Start Duration (HH:MM:SS dropdown), End Duration (HH:MM:SS dropdown), Disposition (dropdown), and Customer Ph (text input). A left sidebar contains a navigation menu with categories like "Assign", "Status", "Messaging", "Reports", "CRM Configuration", and "Design Configuration". The footer of the interface contains the copyright notice: "© 2002-2006 Towards Vision Technologies Pvt. Ltd. All Rights Reserved."

# LMS – Key Modules

- CTI Module
- Roles and Levels Creation Module
- Lead Assignment Module (Automated and Manual)
- Lead Re-Assignment Module
- Appointment Setting and Scheduler Module
- Email Module
- SMS Module
- Reporting Module



# LMS – Key Highlights

- Complete **web based solution** with **mobile apps for access**
- Centralized Reporting (**Real Time and Historical**) for Sales offices spread across different Geographies
- **Automatic and Manual Assignment** of Leads
- **Configurable Threshold** for assignment of lead to **Field Executives** based on **Fulfillment**.
- **Tagging of Voice Logs** with the historical details of the Lead
- **Quality and Audit Module** for Lead Audit
- **Assignment and Re Assignment** of Leads
- **LDAP** and **SSO APIs** for integration with enterprise level access policies
- **LMS** can be integrated seamlessly with any **CTI application**

# Key Clients Using C-Zentrix Ticketing System



Your Partner for Life



LOANS. SIMPLIFIED.



ALWAYS ACTING IN YOUR INTEREST (%)

# Thank You

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