



## Secured Communication with C-Zentrix

### Insurance Companies



Full compliance To IRDA Regulations for monitoring and recording Calls

#### Enterprise using it

Top 5 insurance companies in India including ICICI Lombard and Berkshire Insurance

### Security Investment Companies



IVR based Trading Module

#### Enterprise using it

SMC India, Unicon Securities and many more

### Financial Service Companies



Help Desk Support for customer services and Lead Management Solution for sales and marketing

#### Enterprise using it

Religare, First Blue Home Loan and many more

## BFSI



Insurance and Home Loan companies utilize C-Zentrix Help Desk Solution for handling complaints and queries for their customers including queries related to premium payment, product details, insurance claims, loan interests, loan repayment, application for loan etc. They use the C-Zentrix Lead Management System extensively for lead generation and tele sales activities for a faster and more organized reach to the prospects. C-Zentrix Predictive Dialer is used by insurance and home loan companies for premium or EMI reminder and cross selling of insurance or loan products. The Voice Logger system of C-Zentrix which can help insurance companies retain sales calls recording for life long helps them to comply with the IRDA guidelines.

Securities companies utilize the C-Zentrix Help Desk Solution for Call n Trade services (Telephonic trading of shares) customer complaint and queries related to their demat accounts, transactional issues etc. Many of the customer services are automated over the Interactive Voice Response System. C-Zentrix suite has the capability to integrate with third party trading server of the enterprise for creating a T- PIN (Trading Pin authentication module over the IVRs) module for a secured and safe telephony based trading system.

## Major Highlights for BFSI

### BerkshireInsurance.com on C-Zentrix Enterprise Suite CRM

Berkshire India is a majority owned non-direct subsidiary of Berkshire Hathaway Inc incorporated in India. They sell Bajaj Allianz's products directly to retail consumers through the internet on BerkshireInsurance.com. They currently distribute non-life insurance, specifically automobile insurance. They have plans to expand their product offering over time to include other non-life products as well as life products in the future.

#### Major Concern:

- Managing the leads generated over their web portal and reach to their customers in time.
- Compliance to IRDA regulations for quality purposes.

#### C-Zentrix Solution

- We created a customized package of C-Zentrix Contact Center Solution with the Trouble Ticketing CRM to fit their business needs
- We specially designed an Auto-Barger facility with complete quality tool to adhere to the IRDA guidelines.

The leads from their web portal flows in real time to the C-Zentrix contact center platform from where they can be called manually or using an automated dialer. In case the customer is interested then a quote generation tool on the agent interface helps to instantaneously send the quote over an email. At the same time the C-Zentrix contact center platform pushes the lead to the Lead Management system at BerkshireInsurance.com for further follow-up. The BerkshireInsurance.com LMS has a C-Zentrix calling bar integrated so that the follow-ups by their team can be done from inside the LMS screen.

- Verifier module for certifying financial transactions
- C-Zentrix Voice Logger connects to third party storage devices like VERITAS tape drive or SAN
- Automated module for voice and data backup
- Auto barger module for quality check on calls as per IRDA regulations
- IVRS system for building DTMF based authentication module for secured transactions
- Complaint Management System for logging complaint and queries
- Seamless Payment Gateway Integrations
- Call and Trade services for Securities Investment companies
- Extensive use of Predictive Dialer for lead generation and cross selling
- Robo call for payment reminders
- Lead Management System for connecting the tele sales team to the field force team

Arun Balakrishnan, CEO  
BerkshireInsurance.com

**Berkshire**  
INSURANCE.COM 

"C-Zentrix has helped us automate our entire insurance selling process with right kind of checks and balances to adhere to the IRDA guidelines. We have had huge benefits in reaching out to our customers in time with the right information. The C-Zentrix team has been always helpful and worked closely with us to customize their product exactly to our business needs. I would recommend any BFSI customer to have a look at their solution as they are an ideal partner to handle complex requirements and customizations and deliver solutions in time."

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