

## Create An Everlasting Relationship With Your Customers

### CZ Help Desk Solution



C-Zentrix Help Desk Solution is a combination of C-Zentrix Contact Center Solution and the Trouble Ticketing CRM which provides a 360 degree interface for the customers to register any complain and queries to the central help desk of the enterprise using phone call, email, SMS or chat. The helpdesk solution helps the customer to monitor all the queries and complaints proactively making sure that no customer complaint goes unattended.

#### Some of the Important features of the Solution are

- Complete web based solution
- Automatic complaint number generation for every complaint or query
- Voice log tagging with each complaint
- Automatic email and SMS push to relevant stakeholders on each complaint
- Inbuilt escalation matrix
- Advanced web based real time and historical reporting
- Android based app for end customers and administrators
- APIs to plug in to third party applications and databases of the enterprise

### CZ Lead Management Solution



C-Zentrix Lead Management Solution is a combination of C-Zentrix Contact Center Solution and the Lead Management CRM which helps the enterprise to smarten up their marketing and sales activities by managing their leads from various sources like web portals, and other marketing campaigns and push them in real time to the C-Zentrix dialer for instant connect to the prospect. It helps the enterprise to track the leads from various sources and vendors in real time, reach out to the prospect ahead of the competitors, allocate the leads to the field force in real time, track the life cycle of the lead end to end from the tele caller to the field executive and improve its sales closure manifolds.

#### Some of the Important features of the Solution are

- Complete web based solution
- Integration of various Lead Sources like
  - Website
  - Just Dial
  - Online ads
  - Click 2 Call facility on website
- Instant automated connect to the prospect within 2 minutes of his query dropping on to any campaign
- End to end follow up of the leads from the time the lead hit the source to the physical meeting of the field executive to the prospect
- Standard reporting for analysis of the quality of leads received from various sources and the conversion ratios for the marketing and sales teams.
- Tagging of voice logs to each lead
- Quality and Audit module for leads
- Assignment and re-assignment of leads
- APIs to plug in to third party applications, order booking systems, inventory management systems and databases of the enterprise
- Android based app for end customers and field executives

## NIIT on C-Zentrix

NIIT is a leading Global Talent Development Corporation, building skilled manpower pool for global industry requirements. NIIT runs multiple marketing campaigns across its various web sites for attracting students to their various courses in IT and non IT sections. NIIT had been using automated dialer to connect these leads but because of no real time integration of the existing lead management system and the auto dialer, the TAT (Turn Around Time) from the time lead was generated to the time it was contacted varied from few days to sometime over a week . This high TAT to connect to the leads would result in loss of precious time to reach the prospects ahead of the competitors and get the conversions done. There was also no real time and historical reporting system to track lead leakages, monitor the conversion rates and check the quality of the lead sources. NIIT was unable to track in real time lead generation, leads contacted, appointment scheduling for counseling and actual walk-ins all at one place.

NIIT decided to implement C-Zentrix Contact Center Solution with real time integration of their lead management system to overcome all the above mentioned challenges. The NIIT Lead Management System was plugged in to the C-Zentrix Platform with two way information exchange mechanism. All the lead sources drop the lead into the LMS which in real time pushes these leads to the C-Zentrix auto dialer for instant connect to the prospects with the tele-callers at the call center. All the relevant information about the prospect captured at the end sources pop up instantaneously as soon as the call is connected. Counseling date, time and place for the prospect is setup and the details are shared immediately as an SMS to the prospect and to the counselor instantaneously. The system also handles inbound calls from interested individuals and reference leads can be generated over inbound calls too. Automated follow up calls are made just before walk-ins to remind the prospect about his scheduled counseling session.

With the implementation of C-Zentrix solution NIIT has seen huge improvement in the TAT(Turn Around Time) to few minutes from few days for connecting to the prospects dropping in from various lead sources.

The lead closure have seen considerable improvement from the past. Follow ups on the prospects have become more rigorous. The reporting standards have improved considerably with business able to track lead conversions, lead source quality, walk-in numbers, tele-caller performance etc. on an hourly basis. C-Zentrix solution has provided the NIIT 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-calling etc. can be built in quickly to improve the end customer experience even more.

Jagdish Joshi from NSE COLO Data Center  
on C-Zentrix Help Desk Solution



"We are very happy with the support provided by C-Zentrix. We have been using C-Zentrix Contact Center Platform with the Trouble Ticketing CRM for last 3 years for many of our most critical help desk support. The end to end complain management solution really helped manage the complaints and queries of our partners in an organized way with minimum TAT. The support from C-Zentrix team for such critical process where the up time required is 99.99% has been fantastic and we have hardly encountered any challenge in last 3 years of usage. We would highly recommend this solution for putting critical service desk operations /processes of the organizations."

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