

C-ZENTRIX INTELLIZEN

Intelligent Communication Platform for your Campus





OVERVIEW

Educational institute's biggest challenge today is to create a communication platform in accordance to the ever growing expectations of its various stake holders which include students, parents, teachers and administrators. It is increasingly becoming important for these institutions to view students and parents as their demanding 'customers' and accordingly create an information highway to suffice their growing need of information exchange.

Communication is required at every point in day-to-day operation of any educational institute. It begins with reaching out, engaging and enrolling more quality students, handling all the queries which potential students or their parents might have. It becomes critical when it comes to dissemination of crucial information like class rescheduling, enrollment process intimation, fee payment updates, result announcements and real time communication in a disaster situation.

With in-depth understanding on the importance of communication and information flow for educational institutions, we have created a 100% customized suite to cater to their needs. The C-Zentrix INTELLIZEN suite is specially designed for managing the internal and external communication of educational institutions (Colleges and Schools). The suite offers a software platform for handling voice (calls) and non-voice (email and SMS) communication for the institution in a smart way providing 360 degree interface to its students, staff members, parents, administrators and partners. The INTELLIZEN suite can plug in to the existing Campus Management CRMs and databases for providing a personalized communication system for the end users. The INTELLIZEN offers Complaint Management System, Missed Call Solution, Lead Management System, Robo-Call, Call Conferencing Solution, PC Screen Logger and Mobile App based Security System all on a single platform hosted in institution's premise.

INTELLIZEN Help Desk



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 students, staff members, parents and prospects for any complain and query. The help desk can be accessible by Call, Email, SMS or Chat. The helpdesk solution facilitates the institutes to monitor all the queries and complaints proactively, making sure that no complaint goes unattended.

Some of the Important Utilities of the Solution are

- Attending to simple queries from students, staff members, parents and prospects
- Queries pertaining to course fees and course details etc by students, staff members, parents and prospects
- Result announcement over automated interactive voice response system
- Holiday announcements
- Session schedule- Start date, end date, exam date sheet
- Information regarding events in the institute
- Information regarding placements



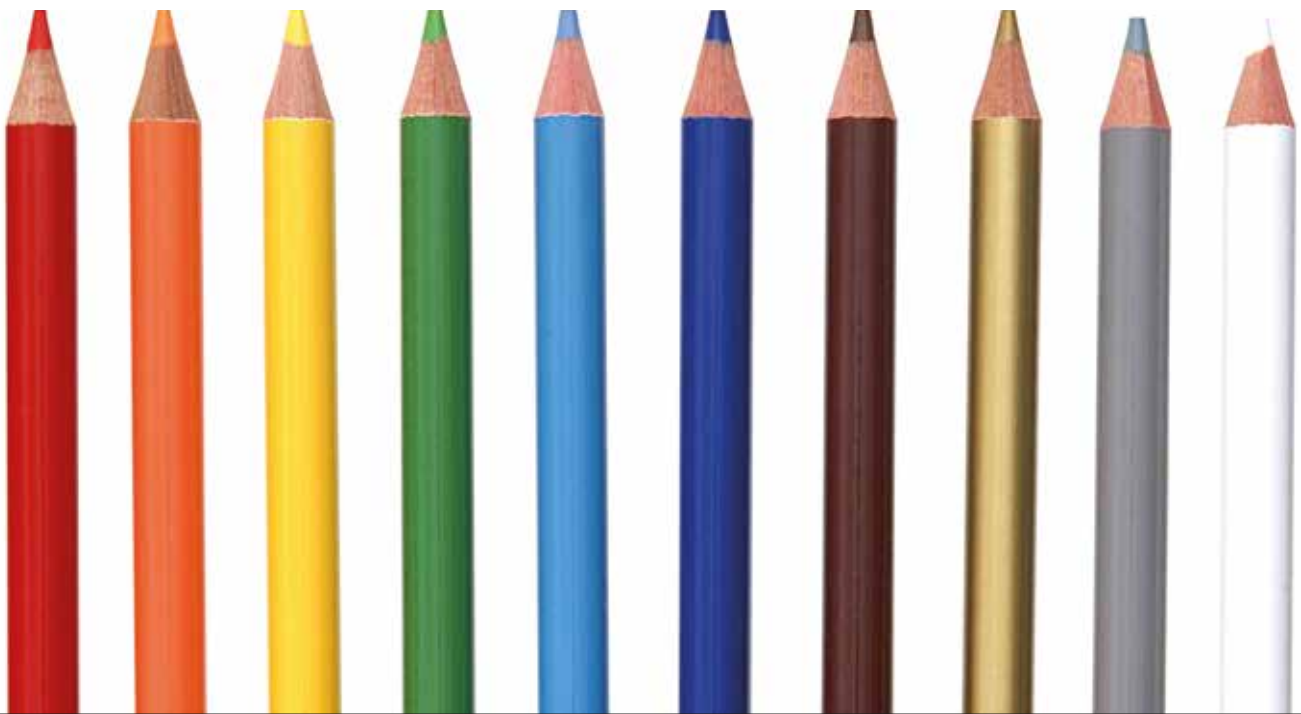
Amity University NOIDA

Amity is the leading education group in India with over 1,00,000 students across 1000 acres of hi-tech campus. With such huge base of students, parents, faculties and prospects managing information interchange for various queries and complaints like course details, fee structures, session timings, admission dates etc becomes a cumbersome process.

In order to streamline its information interchange and have a single point of contact Amity Noida decided to have **C-Zentrix Help Desk** solution for handling all queries and complaints in a centralized manner. Today students, parents and prospects can call on to a centralized number which immediately takes them to a help desk agent for resolution of any type of query or complaint. Users can select their relevant subject for query and complaint over the IVR (Interactive Voice Response System) so that they are guided to the right help desk expert. All the calls are 100% recorded on the **C-Zentrix Voice logger** for any future reference or for training and quality purposes. The advanced reporting system of C-Zentrix helps to monitor all the complaint and queries status (open or closed) at one place and keeps a track of all the calls. It also helps the team to manage their help desk team efficiently and monitor their performance regularly.

Implementation of the C-Zentrix Help Desk improved the end user experience considerable for Amity.

No more queries were lost or calls unanswered creating a positive image about the institution. Facilities like call recording and reporting made customer service more accountable. It also helped Amity to segregate their types of complaints and queries into various categories for a smarter resolution. **C-Zentrix Help Desk** has provided Amity with an open platform which can be further enhanced, plugged in to their existing campus management system for a better user experience in times to come.





INTELLIZEN 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 educational institution to collate 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 institution to track the leads from various sources and vendors in real time, reach out to the prospect ahead of the competitors and improve its business closures in admission seasons manifolds.

Some of the Important Utilities of the Solution are

- 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 leads hit the source to the physical walk-in of the prospects at the campus or college center
- Standard reporting for analysis of the quality of leads received from various sources and the conversion ratios for the marketing and sales teams





NIIT on C-Zentrix INTELLIZEN

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.



INTELLIZEN Missed Call Solution



C-Zentrix Missed Call Solution is an innovative way to engage people without any cost. The institute can flash missed call number for various services where students, staff members, parents or prospects can give a call for showing interest in any particular activity of the institution.

Some of the Important Utilities of the Solution are

- Event participation/registration
- Admission registration
- Special examination registration
- Simple call back for any query or interest
- Teachers' evaluation

INTELLIZEN Robo Call Solution



C-Zentrix Robo-Call solution is an innovative way to proactively connect to students, staff members, parents or prospects and update them about events, results, new courses, and new initiatives or in an event of sudden disaster.

Some of the Important Utilities of the Solution are

- Class rescheduling update
- Disaster management- Crisis communication on sudden closure of the institution
- Result announcement
- Update to parents
- Update to the institution staff

INTELLIZEN Teleconferencing Solution



C-Zentrix INTELLIZEN Teleconferencing Solution is a multi-party audio conferencing platform with 100% call recording facility which can be utilized for internal conferences for the staff members and administrators or external conferences between staff members and parents. This platform can also be utilized for audionars (seminars over phone) or guest lectures etc. This solution helps in arranging an audio meeting quickly without the stake holders need to travel in person to attend the event.

- Guest lectures
- Parents teacher meeting
- Internal use of college for meetings of staff and administrators
- Inter school group discussions
- Guest lectures over phone
- Audionars (seminars over phone)



INTELLIZEN PC Screen Logger



C-Zentrix Screen Logger helps to record the entire activity on PC and laptops as a video and push it to a central server with session details for storage for safety and evaluation purposes. This can be used by educational institutions to prevent misuse of the computer resources in computer labs and IT departments and also helps them to evaluate the practical examination for computer proficiency of a student.

- To be used during computer proficiency tests or programming language tests
- For preventing misuse of resources inside the computer labs
- For managing the security of critical Information on computers in various departments of the institution

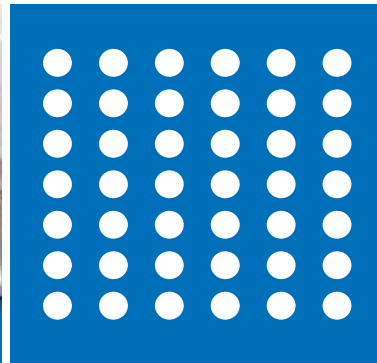
INTELLIZEN Security System



C-Zentrix's Mobile App based Security System can be used for setting up disaster help desk for students and staff inside the institutions' premise. This disaster help desk can be connected via call, SMS or mobile App provided to the students and staff members. This system can be extended to the parents for receiving critical alerts about their children.

- Emergency call by student or staff through an app in a disaster situation
- Anti-ragging help-line for freshers
- Google map based central help desk tracker of student and staff in emergency
- Auto SMS alert push to stake holders in emergency





About Towards Vision Technologies (TVT)

C-Zentrix is a flagship product of **Towards Vision Technologies Private Limited (TVT)** a company incorporated in the year 2002. TVT is among the leading software product companies providing contact center software and enterprise level software applications for voice and data.

Our products and solutions are extensively used for Predictive Dialing, Inbound/Outbound call routing, Interactive voice response system (IVR), IPBX, Voice Loggers, CRM etc. TVT also has expertise on Voice Commerce solutions and mobile based applications. Our complain management and lead management solutions help customers across the various industry verticals to provide a better experience to their end customers.

TVT has presence in 5 continents with special focus on emerging markets. We today can be proud of serving some of the top enterprises in India as our customers like 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.

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