

## CASE STUDY

## 'NIIT Limited'

**NIIT**

*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*

NIIT Limited is a global talent development company. The company is listed on the National Stock Exchange and Bombay Stock Exchange of India. The company offers learning and knowledge solutions globally to Individuals, enterprises and institutions in information technology, business process outsourcing, banking finance and insurance, executive management education, school education, communication and professional life skills, and vocational skills training.

## CHALLENGES

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 . NIIT was unable to track in real time lead generation, leads contacted, appointment scheduling for counseling and actual walk-ins all at one place.

Challenges in a nutshell-

No Real-Time integration of Lead Management System with the existing Automatic-dialer

High TAT on the leads generated

No Real-Time historic reporting system to track lead leakages, monitor the conversion rates and check the quality of the lead sources

Major Business Impact- *High TAT lead to loss of precious time to reach the prospects ahead of the competitors*

## SOLUTION

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.

*“Using C-Zentrix has given us lot of leverage for customizing the product and integrating it with our existing lead management system. It was wonderful working with the C-Zentrix team who were patient to our changing needs and requirements and made sure that all the customizations along with the product were delivered as per the agreement. The C-Zentrix team’s innovative ideas helped us further improve the utility of the solution for our requirements and create value adds for our business team. We never miss a call now. We have benefited from this association. C-Zentrix team is like a partner, I wish them all the very best.”*

*Sunil Sirohi,- CTO*

*NIIT Limited*

## VALUE CREATED

With the implementation of C-Zentrix solution, NIIT has seen huge improvement in the TAT 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.

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

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