

# IN THE DYNAMIC BUSINESS ENVIRONMENT, COMPETITION DOES NOT FIT

There are many stories about enterprises being born out of American garages or college hostels but time has come for an India story born out of bus stop discussions among strangers and taking the lead is Towards Vision Technologies.

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It surely sounds weird but it is true that the core group of Towards Vision Technologies have met in various places – even at bus stops. Saket Setu, Director – Marketing, Towards Vision Technologies Pvt. Ltd., says, “There is an advantage of working with people, with whom we do not have past connection. So in past 10 years, we worked for the goal, being hundred per cent liable and responsible for our assignments.”

All the founder directors are technically qualified from reputed institutions. They were not born to rich parents but had the passion to do something in India when most of the technically qualified people in the country were dreaming about their US fortunes.

It was during the worst time in the history of dot-com, when enterprises were crumbling like pack of cards, investors were pulling out investments from the market that these people, unknown to each other (Saket Setu, Abhijit Chatterjee and Bhishm Sharma), came together to create a business house, with the ability to take on large American companies not only in India but also in the global market. Later, they were joined by Victor Alexander and Sharad Agarwal.

In 2002 Towards Vision Technologies Private

Limited (TVT) was incorporated and for the next four years the company worked on creating differentiation in contact centre solutions and enterprise solutions under the brand name C-Zentrix.

They created products and services, which were used for predictive dialing, inbound/outbound telephone calls, IVR, voice logging, IP-PBX, voice commerce and CRM applications. And, the objective of TVT was to deliver greater tangible business benefits to its clients. At the same time TVT’s dedicated support team matured to a level where they could pass on the time, effort and cost benefits to its clients.

Their first commercial transaction was with Religare which asked for a solution to support 15-20 seats to help desk call, out bound calls, voice loggings, etc. But today, they boast of a very large customer base. They are competing against companies like Avaya, Aspect and others and winning.

Saket says, “We have optimized our solutions and are adding value to the products with each customer acquisition. Even if you know how to use your email, you can use our solution. That really helps us.”

Today, the entire Religare group is on TVT platform using almost 1400-1500 licences. Saket maintains, “We always believed that we won’t be

able to compete with big global brands. We always had SMB solutions going out but in between we realised that for the big enterprises, the outsourcing model is becoming an insourcing model. People were not happy about outsourcing everything. They wanted to bring back some of the services to their own premises. And our solution fitted this model very well because it was cost effective, easy to use and could be customised very quickly.”

In this way TVT made inroads into the big enterprises apart from the BPOs.

While Religare was the first story, the second story was with Max New York Life Insurance, wherein they expressed their intent to use a small solution of TVT on a monthly rental basis for lead generation across India. Even though they could easily have gone for Avaya as both the companies shared the same premise in Gurgaon but they rather went for TVT. Saket adds, “After one year, when they saw the real productivity, they implemented our solution for 1000+ seats pan-India and after that there was no stopping us; now our clients list is quite exhaustive.”

Till now TVT has not deliberately pursued any marketing and sales activities but depended on word of mouth and in spite of this their sales are



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happening quite comfortably. The company's idea was to acquire customers and keep them happy and let them do all the talking about the company to others. With this strategy, TVT has been able to bag most of the customers in BFSI segment, including Max New York Life, ICICI Lombard, Reliance General, Berkshire India, Bajaj capital, Raligare and NSE, etc. They are using TVT platforms for all kinds of callings--inbound or out bound.

Saket adds, “We also have a good account in

SMEs focusing on the e-Commerce. These companies start with small investment for 5-6 seats and enhance investment as they grow. Companies like snapdeal.com, quikr.com, yebhi.com, letusbuy.com, carwale.com, redbus.com, goibibo.com, etc., started very small with us but today their businesses have grown and so has our set ups. With this, our business has grown too.”

TVT is really happy about the growth of these companies, which is giving them growing run rate business and calls it ‘new economy business.’ In this new economy business, TVT says it fits better compared to the MNC companies like Avaya and Aspect because they need a lot of customization and approval from headquarters, which is far away from the land of implementation.

TVT does not believe in offering vanilla contact centre solutions, its solution includes a lot of value including email, SMS, order booking engine, etc. The company believes that in the new economy, the companies want to give superior customer service. Saket maintains, “In this new situation, our platform gets integrated into a customers’ premise. You can have IVR, where you can automate it. It offers features like order booking, refunds, exchange. You can do robo-calling, dial out customers, play a message and take their inputs. TVT has done an innovative project with quikr.com to manage their entire miscall operations.

In the traditional industries, TVT is work-

ing with Amity University, UEI Global, NIIT, etc. These customers have been won against the competition by TVT because of its ability to understand their requirements and map it to its products.

Saket says, “Today if you take competition, they cannot customize their products easily as per one's request. And, customers in India do not have that much time; they want it to happen in hours not in days.”

Now the journey of the company is becoming interesting because TVT is not stopping only at contact centre platform. It is looking at various CRM applications which can plug in tightly with its core applications because most of the today's businesses need CRM and order booking, etc.

Saket informs, “We have also started venturing into the future of voice platforms like speech recognition, voice-based authentication, speaker identification, etc. We are creating the entire voice biometric system, which can be used for authentication. We wish to offer it as service to Govt., BFSI and enterprises.

Plus, the company is challenging the MNCs outside India market. TVT is already in Indonesia, Malaysia, Bangladesh, Sri Lanka and Middle East, etc. Saket says, “We are also looking at Africa. We have already set up an office in South Africa and have hired people there. Our advantage is that we are present in this geography at the same time as the MNCs. We are also looking at BRICs countries. Who knows... we can also get pull from US and Europe because we have tie-ups with global service providers like TCS, Wipro and HCL.”

Even though TVT is doing a great job at the product level but in order to go global or expand its operation, the company cannot grow without the help of marketing activities.

Saket says, “We have strengthened our marketing arm. Probably it is the opportune movement to do marketing activities...start interacting, etc. We never talked about ourselves. Now the time has come to get visibility with various platforms.”

The price of the TVT solutions are significantly lesser than the competition yet very apt and feature rich and the company says it must have sold nearly 40,000 licences in the last 5-6 years.

## Finally...

This year TVT is expected to touch Rs.12 crore turnover but the fact is that the company has been created without any funding. It is debt free. The company has won most of the Tier-2 BPOs and now large BPOs are also thinking of going for C-Zentrix. TVT C-Zentrix has already been associated with MNREGA, Rajasthan Govt. (through Dr. IT, Jaipur) and Delhi Govt's toll free no.181 dedicated for Women. **SME**