

## CASE STUDY

# Citizen Helpline

C-ZENTRIX RECOGNIZED AS ONE OF THE LEADING CONTACT CENTER INFRASTRUCTURE PROVIDER ACROSS THE GLOBE BY [GARTNER](#)

SOURCE: GARTNER COOL VENDOR GUIDE 2014

*C-Zentrix helped the government, track the complete life cycle of the various complaints along with their resolution time frames.*

The citizen helpline was launched to render round the clock help to women in distress. This emergency service desk was connected with 185 police stations across the city and facilitated quick communication between the victim and the police authorities in the city.

### THE CHALLENGES

The major challenges faced while deploying the solution were:

1. Lack of domain knowledge of the people who were actively involved in the entire activity
2. Political pressure to implement the solution overnight.
3. Huge call flow
4. Proper tracking of each and every complaints initially
5. Real time updation of each and every complaint

There were host of challenges faced by C-Zentrix while deploying the whole solution but the biggest challenge was to convince the officials on the value add of the technology for which is was provided.

As C-Zentrix had already installed an advanced version of the proposed solution for MUMBAI Dial-100, the initial hurdle of choosing a proper dialer solution was overcome.

Another challenge was to provide the solution overnight since the proper network infrastructure was still missing at that point in time at the customer's end. The complete installation process which included training for the callers and verifier as well, took place in a short duration of 7-8 hours and was kept under the close supervision of our senior engineers for the following 3 days.

## SOLUTION

The helpline was connected with all the 185 police stations across the city and can easily be considered as one of the fastest deployment in the history of C-Zentrix with host of advanced features. C-Zentrix single box solution called C-Zentrix SME was proposed which was complimented with a basic CRM.

The setup comprises of 5 female agents with one Supervisor (Verifier) in each shift with 3 such shifts. Made up to a team of 15 callers and 3 supervisors all together. All critical calls once disposed/selected at callers CRM got automatically pushed to Supervisor bucket for verification purpose and immediate action. The queue management was another important item to be considered in this scenario given the huge volume of distress calls. The complete tracking of calls in queue was monitored over the admin panel and at any given point in time; the solution could contain 60 concurrent calls in the queue with separate report of each number in that queue. 19 out of 28 predefined cases were prioritized for the automatic transfer of the complaint in the supervisor bucket.

All above features were given along with the 100% voice recording as well as 100% of historical reports with more than 60 default reporting formats.

## VALUE CREATED

- The solution provided by C-Zentrix helped the government, track the complete life cycle of the various complaints along with their resolution time frames.
- The Turnaround Time (TAT) for critical and non-critical complaints has reduced considerably.
- Historical records of the complaints can be fetched out easily for legal procedures.
- Complete Voice Recording can be produced for the genuineness of the complaints during legal procedures.

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

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