

## CASE STUDY

# MAGUS DIALOG



*Implementation of C-Zentrix enabled Magus Dialog to increase its agent productivity by 100% and provide 99.99% uptime to its end customers*

### BACKGROUND

Magus Dialog has the unique distinction of being the first organization in this business segment to receive the coveted ISO 9001: 2000 certification. Magus in turn has been serving one of the India's leading global Telecommunication companies with operations in 19 countries across Asia and Africa. The company offers Mobile voice and data service, fixed line, IPTV, DTH and high speed broadband services. The telecom operator's inbound customer care units across seven circles in India are outsourced to multiple locations of Magus Dialog.

Day-to-day operations of Magus include imparting world-class contact center services for their outsourcing client base. These include inbound, outbound as well as blended voice operations and services such as document acceptance, scanning, check point verification and document retention. With customer satisfaction as a mission, Magus has created differentiators for their unmatched service quality of critical processes by deploying latest technology to adapt to an ever changing business landscape.

## BUSINESS CHALLENGES

The telecom operator's inbound customer care units across seven circles in India are outsourced to Magus Dialog. Though the PAN India expansion happened over a period of six months, it was challenging to initiate the first setup. Below were some of the key concern areas:

- Magus was quite skeptical about handing such large volumes ( in excess of hundred thousand calls per day)
- For a telecom company, Customer Care Unit stands crucial and to ensure 99.99% uptime was a huge challenge
- To adhere to the stringent SLA signed with the client and staying at par in terms of quality and security
- No automated standard reporting system, which led to huge time consumption in assimilation and creation of reports to be shared with the client by end of the day
- Necessity of a solution which offers flexible skill based routing

## SOLUTION

To service the stringent quality needs of the client, Magus Dialog required an industry-grade robust technology solution. *C-Zentrix Enterprise Solution* became their choice for the same. C-Zentrix gave Magus Dialog complete customer interaction management capabilities in a single solution with 100% redundancy. The powerful outbound dialing module of C-Zentrix increased the contact rates significantly. The IVRS and skill based routing capabilities of C-Zentrix added value to customer support processes of Magus Dialog. C-Zentrix delivered high uptimes of the order 99.99% ensuring business availability for the critical client processes of Magus Dialog. MIS which was needed to be shared with the end customer was also automated.

The service oriented and modular architecture of C-Zentrix supported process-specific customizations which seamlessly mapped to the dynamic process of the call center. Ease-of-use aspect of C-Zentrix interface helped quick acceptance of the solution by various users at the customer's end. C-Zentrix also had an edge on its competitors due to its on time delivery and the overall solution costs which was much competitive than any other industry-grade solutions Magus Dialog was using.

## SOLUTION HIGHLIGHTS

- High availability with 99.999% uptime
- Call Load Balancing by the C-Zentrix Gateway while pushing the call to the Queue and Agent Load balancing while Agent Login to the Queue
- IVR with Skill based routing
- C-Zentrix being a web based application, Real Time Monitoring facility helped the administrator to access and monitor the call center application from anywhere in the world
- Quality Tool- Real time Auto barge in facility was provides wherein the supervisor could barge into an agent's call either from the local extension or from his mobile by dialing on DID and following the IVR flow
- Training Module- Build-in voice logger recorded the calls and could be archived, retrieved and played on browser
- 24X7 support

## BENEFITS

Significant improvement in CC executives' productivity was noticed; it has increased by 100%

Cluster solution provided Magus the easy in scaling up the operations

The Redundancy model with easy Plug and Play mechanism has ensured Magus High Availability with 99.99% uptime

Administrator can pull out reports centrally over C-view server

Quality tools helped Magus to keep an eye on the quality of interactions with the customers

*Client says*

*"We feel privileged to partner with C-Zentrix. Their focus commitment, focus, team work and integrity demonstrated in handling any requirement or support issue was fantastic. The support issued to us at critical times, around the clock was appreciated. The turnaround time at most times has overwhelmed us. "*

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

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