

CHALLENGES

- As IIPM has multi-site premise the biggest challenge was to implement a system which can coordinate well between multiple sites and can manage a fairly large data.
- To provide central access at multiple sites and to customize CRM according to some specific needs.

BUSINESS REQUIREMENT

Since IIPM has multi-site premise, the need for a better and efficient coordinating mechanism was more relevant and requirement for a centralized mechanism to manage the interactions took center-stage.

- IIPM wanted a unique combination of Distributed Calling system with Customized CRM & Data-base Integration.
- The idea was to dial out multiple numbers from multiple locations to enkindle the students towards their various programs and then transfer the interested students to one of the agents distributed across various geographies.
- Agents must be able to login to system from any location and can access the centralized data.
- CRM must be customized hierarchy wise and manual or automatic dialing must be on the basis of lead's priority.
- Transfer criteria of lead between central bucket and agent's bucket should also be customized

GOALS

- To design and implement a distributed calling system which provides access to centralized data from multiple locations.
- To integrate system with customized CRM.

FAST FACTS

Customer: IIPM

(Indian Institute of Planning and Management)

Web site: www.iipm.edu

Industry: Education (Professional Education in Management)



CUSTOMER PROFILE

Established in 1973, IIPM (Indian Institute of Planning and Management) is world's largest business school with 5000 postgraduate management students in nine campuses across seven of India's largest cities, with placement offices in San Francisco, New York, London, Dubai and Singapore. Today IIPM has campuses and programs running across 18 cities/campuses across the Indian Subcontinents.

SOLUTION

Deepija Telecom has provided the most accurate and cost-effective solution for IIPM. The solution developed for IIPM is a combination of dynamically distributed call center integrated with customized CRM. The services delivered to IIPM are:

- Predictive dialer / Multiple dialing configurations
- Preview dialer
- Automated call distribution from multiple locations.
- Integration of customized CRM
- Real time Reporting
- Quality Monitoring
- Centralized Contact History Database

RESULTS

- Implementation of distributed calling system has increased the efficiency of IIPM towards reaching a large number of students in short span of time.
- Data handling and tracking has also become convenient with customized CRM.
- System provides distributed automated calls at different locations using the centralized data.
- System provides automatic routing to an available agent.
- Agent can login, access the data and submit the report from any location.
- Different leads uploaded into the dialer belong to the central bucket and calling happens on the priority basis.
- Auto dialer & Manual dialer works separately for central bucket Cases and agent bucket cases.
- CRM is customized on hierarchy basis where each top level authority can have access to the data of its subordinates and can monitor the progress report of them in real time.

ABOUT DEEPIJA TELECOM

At Deepija Telecom, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over a decade of pioneering leadership and hundreds of solutions deployed, Deepija is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

At Deepija Telecom you don't just have the choice. You have the assurance of a solution tailored to your needs.



DEEPIJA TELECOM (P) LTD

Corporate Office:

203, Sri Sampadha Hi-Tech, Kavuri Hills, Madhapur, Hyderabad, Andhra Pradesh, India - 500081

Toll Free: 1-800-102-DTEL (3835)

Tel: +91-40-49325555

Fax: +91-40-40058984

www.deepijatel.com