

## Success Story Distributed Contact Center for Wireline services

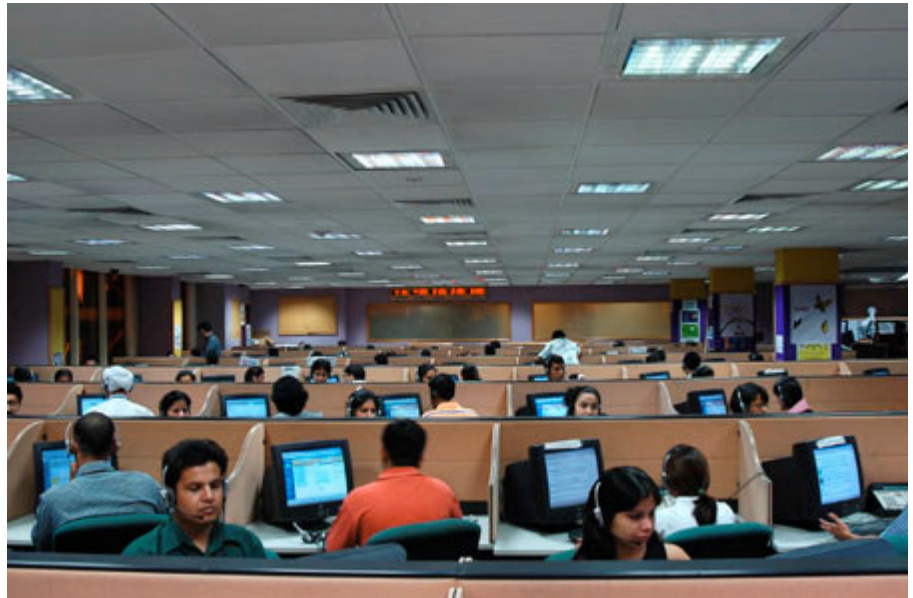
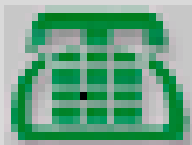
### MTNL Delhi Customer Service Center

#### The project

MTNL, state owned one of the largest wireline and wireless service provider required a Call Center solution to provide personalized services to its wireline subscribers. Key objective of Customer Service Center was to increase overall customer satisfaction through improved customer care operations, and provides a quick and seamless delivery of service to its customers. Network Programs India Ltd (NPI) implemented this solution based on its NetRelations product suite

#### Features of the solution are:

- ◆ IVR interface for customer self-service.
- ◆ Intelligent Customer Call routing using CTI (Computer Telephony Integration).
- ◆ Screen pop-up to Agents (based on CLI).
- ◆ Integration with existing customer care/ Billing databases
- ◆ IVR Outbound Campaigns



Mahanagar Telephone Nigam Limited (MTNL) is a Public Sector Undertaking and largest Telecom Service provider in Delhi and Mumbai. The Company has been providing services since April 1986 and currently has a subscriber base of 5 Million.

The customer service center at MTNL has 260 agents and receives an average of 250,000 calls per day. To increase the quality of service to their subscribers, MTNL decided to automate their customer service operations using Computer Telephony Integration (CTI) technology. In addition, a 300 port

IVR system was also deployed. This project was undertaken by the Contact technologies Excellence Center (CTEC) of Network Programs (India) Ltd. and the customer service was launched in 2002.





## The challenge

- Distributed Call Center operations
- 7 different locations in Delhi
- Centralized monitoring and control
- 300 ports IVRS
- 260 Agent seats
- 12 Services (In which 6 are IVRS based)
- Web Based Services

## The solution

The Customer Service Solution at MTNL is based on NPI's suite of CTI products; the E1 based NetRelations IVRS and NetRelations ACD (the Intelligent Call Delivery system). The suite is integrated with a Tadiran Coral 5000 switch via a CTI Link to automate incoming calls handling process.

- 4 IVR Servers, 4 CTI Server in cluster mode with Database Server.
- Integration with MTNL's billing Database.
- Centralized Control of Call Center from one place.

Subscribers may choose to use self-service offered by the IVR System or to speak with a live Customer Service Agent.

IVR system provides personalized service based on the Caller Line Identification (CLI) and Dialed number identification service (DNIS) provided by the network.

These services include:

- Changed Number Announcement
- Complaint booking and Fault status Information
- Interactive commercial information and special assistance services



Agents in the service center handle enquiries from subscribers regarding Phone Number/Address enquiry, STD/ISD codes enquiry, National Directory enquiry and Internet Helpdesk. Callers are routed to agents using the 'NetRelations ACD' Intelligent Call routing software.

An agent logs into the system to indicate that he/she is available to service calls.



## Features

- ◆ DNIS/CLI/Location Based Call Routing
- ◆ Screen popup based on CLI
- ◆ Synchronized Voice and Data Transfer
- ◆ Real Time monitoring and control
- ◆ Custom reports on system and agent statistics
- ◆ Integration with MTNL's Customer and Billing databases.
- ◆ CRM integrated with agent application for better response management

## Our service

- ◆ MTNL requirement elicitation
- ◆ Design of screens and call flows
- ◆ Call center Implementation.
- ◆ System Integration
- ◆ Managed Support Services



## Technical data

### NetRelations IVR

- ◆ Windows 2K based
- ◆ Intel/Dialogic hardware for telephony interface
- ◆ E1 and Analog support
- ◆ CLI and DNIS detection
- ◆ Retrieval and playback of personalized information
- ◆ Text to Speech
- ◆ Out dialing
- ◆ ODBC support
- ◆ Flexible cradle-to-grave reporting

### NetRelations CTI/ACD

- ◆ Windows 2K based
- ◆ Support for CT-Connect and TSAPI
- ◆ Support for multiple queues
- ◆ Screen pop based on CLI, DNIS, Location or information collected at the IVR
- ◆ Time and Skill based routing schemes
- ◆ Synchronized voice and data transfer and conference
- ◆ Flexible reporting

## The benefits to MTNL

- ◆ Efficient customer care operations
- ◆ Quicker response to customer queries and requests
- ◆ MTNL is now giving best helpline services to their customer
- ◆ In case of any failure, alternate is there
- ◆ MTNL is controlling all 7 sites from one place

## ... and for Customer Service Agents

- ◆ Fast and competent handling of customer inquires and requests
- ◆ Better customer mangement

## Contacts

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