



Infomedia Yellow Page

at yellowpages.co.in

TATA Infomedia

Success Story CTI Enabled Call Center

Contact Center for **TATA Infomedia**

The project

◆ TATA infomedia Ltd. (TIL), India's largest information providing company operates in market segments like magazines, business directories and other corporate publicity materials. Tata Infomedia Limited publishes the Tata Press Yellow Pages from 12 locations in India.

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 databases of Tata Infomedia
- ◆ Outbound preview dialing.



Tata Infomedia Limited, a leading publishing house provides business directories and corporate publicity information material, To increase the quality of service to their subscribers, Client decided to automate their customer service operations using Computer Telephony Integration (CTI) technology.

- Caller Profile needed to be built up for every caller
- Agent activity screen to include Soft phone

The challenge

- CTI enabled system needed to capture the CLI (calling line identification) and DNIS
- Integrated IVRS features



India Japan USA Australia

◆ Telecom ◆ Datacom ◆ Embedded

Onsite ◆ Offshore

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Quality Takes Us Ahead

The solution



The Contact center Solution at Tata Infomedia is based on NPI's NetRelations based contact center suite. The suite is integrated with a Tadiran switch via the Application CTI Link to automate the handling of incoming calls

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

Agents in the Contact center handle enquiries from subscribers. Callers are routed to agents using the **NetRelations ACD based** Intelligent Call routing algorithm.

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

When a caller wishes to speak to an agent, the **NR ACD** software selects an agent from the pool and routes the call to his/her extension. In addition, the CLI is forwarded over the LAN to the agent extension to effect screen pop'.

Here, Contact Center is populated with the caller's profile that has been retrieved from the back end database owned by TIL. This voice & data synchronization makes the response to the caller highly personalized and improves the overall agent response.



The benefits for Tata Infomedia

- ◆ Efficient customer handling operations
- ◆ Quicker response to customer queries and requests.
- ◆ . Greater transparency in customer servicing
- ◆ Increased customer satisfaction

... and for Customer Service Agents

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

Features

- ◆ Time Based Call Routing
- ◆ Logging of dropped calls in the ACD queue
- ◆ Call Back for dropped calls
- ◆ Screen popup based on CLI
- ◆ Pre-view Outbound dialing
- ◆ Synchronized Voice and Data Transfer
- ◆ Real Time monitoring and control
- ◆ Custom reports on system and agent statistics
- ◆ Integration with TIL's customer database

Our service

- ◆ TIL Requirement elicitation
- ◆ Design of screens and call flows
- ◆ Call center Implementation.
- ◆ System Integration
- ◆ Support Services

Technical data

NetRelations IVR

- ◆ Windows 2K based
- ◆ Intel/Dialogic hardware based
- ◆ E1 and Analog support
- ◆ FAX support
- ◆ CLI and DNIS detection
- ◆ Retrieval and playback of personalized information
- ◆ Power dialing
- ◆ ODBC support
- ◆ Flexible Reporting



NetRelations CTI/ACD

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

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