



Contact Center Solutions

Enabling Enhanced and
Effective Customer Service



Overview

The Business Process Outsourcing industry, including contact centers, has experienced unprecedented growth during the last five years. New methods of customer interaction are revolutionizing the global contact center and customer service market. These trends will have a significant impact on the domestic industry.

“Contact center” is an umbrella term that refers to reservations centers, help desks, information lines or customer service centers, regardless of how they are organized or what types of transactions they handle. Call center software enables customer-facing organizations to enhance client service without significant upfront investment. This call center software solution unites all customer communication channels (phone, e-mail, Web chat, voicemail) and provides a variety of metrics and productivity tools.

The need for streamlined, easy-to-manage call center systems is considerable. Only organizations armed with accurate, up-to-date and relevant information and market knowledge will be able to capitalize on opportunities that arise.

Today, organizations are under extreme pressure to reduce costs while improving employee productivity and providing superior customer service. The Contact Center market is gradually shifting focus from efficiency to efficacy. By converging existing voice and data networks onto a single, IP-based network, an organization can reduce operational costs considerably.

With an open platform for deployment of a host of advanced applications such as unified messaging, IP telephony and IP-based contact center solutions, companies can significantly enhance their communication capabilities. Multi-channel applications will benefit from the constant demand for new modes of communication that leverage the convergence of media. Adoption of these applications is likely to be particularly high in traditional contact centers.

Since contact centers are typically risk-averse businesses, vendors will need to promote migration to IP as a way of capitalizing on financial and business opportunities. The simple and cost-effective enablement of virtual and distributed architectures, a growing mobile workforce and the need for a flatter architecture for easier maintenance are likely to increase IP adoption over the forecast period.



Need for Converged Solutions

Several critical, high-level business challenges are driving converged solutions. These include:

- Meeting business communications challenges
- Increasing productivity and reducing costs
- Providing an outstanding customer experience
- Retaining customers
- Increasing revenue
- Handling virtual environments
- Reducing agent attrition
- Identifying the reasons for calls
- Improving relationships with peers

Mahindra Satyam in Contact Center Solutions

Mahindra Satyam brings to the table strong resource strength of dedicated contact center technology professionals with expertise in all the functional areas. The team also features process consulting and rules implementation experts.

Mahindra Satyam has a mature and proven engagement model that addresses transition, ongoing operations management, and measurement of strategic partnership.

Mahindra Satyam has delivered high quality contact center implementations for many of the world's leading companies. Our track record in providing SI services in contact center functions demonstrates our commitment and delivery capabilities.

Mahindra Satyam features proven consulting skills and demonstrates hands on development techniques. Our teams are expert in contact routing, contact resolution and channel management among other functions.

We have carried out major routing and resolution implementations and helped clients consolidate numerous call centers and streamline their CRM organizations.

Mahindra Satyam provides a low-risk, staggered roadmap, rapid delivery solution that reuses most of the existing assets.

Key Facts

- One stop shop for all the IT and BPO needs
- A unique distinction of partnering with global Sis to deliver value to end customers

Service Offerings

Contact Center Re-Engineering Services

Traditional call center infrastructures include ACD, IVR and CTI platforms and interfaces to back-office resources (such as databases) and to front-office applications (such as CRM). Usually, this infrastructure will not be engineered up front as a collective entity. Mahindra Satyam reengineers the setup by blending new technologies with the existing infrastructure, reducing costs and improving customer service.

Mahindra Satyam has comprehensive experience in providing procurement

support, requirements analysis and systems integration of Contact Centers. Through requirements, design, and operational analyses, our teams promote increased revenue recognition and reduced costs for the contact center.

System Integration

Mahindra Satyam's wide range of skills and expertise on multiple platforms, applications, hardware and environments enable us to deliver end-to-end, multichannel integration and customized applications. These capabilities ensure project success through shorter implementation cycles and delivering of quality services.



Technology Stack Consulting Services

Our contact center expertise enables us to offer consulting services in process, technology, and operations. This rare combination of skills and more than a decade of experience have enabled the establishment of a competent global consulting practice.

Technology GAP Analysis

Technology GAP Analysis improves the effectiveness and efficiency of a Contact Center. This analytical procedure quickly identifies the bottlenecks that impede performance and highlights what can be done to solve them.

Process GAP Analysis

Process GAP Analysis focuses on change or process re-engineering in organizations that wish to achieve higher productivity from people, technology, and infrastructure. It includes adoption of advanced technology, process changes like contact center consolidation or business continuity plan design. We have provided these services to clients ranging from industry leaders to start-ups.

Support Services

A global leader in software-based business response solutions, Mahindra Satyam has a customer-centric business model that ensures total customer satisfaction. The Software and Support Services team has unique industry and product integration expertise. In addition to helping deliver enhancements and product upgrades quickly and efficiently, the team provides troubleshooting and rapid resolution of technical issues.

Enabling Business Transformation

One of the important challenges in today's contact center solutions is to completely automate the contact center



ACD/Switch <ul style="list-style-type: none"> - Avaya - Alcatel - Aspect - Cisco - Nortel 	Middle Ware/CTI <ul style="list-style-type: none"> - Cisco - Avaya - Aspect - Genesys 	IVR <ul style="list-style-type: none"> - Genesys - Cisco - Voice Genie - Nuance - Avaya - IBM - MS
CRM <ul style="list-style-type: none"> - Siebel - Oracle - People Soft - SAP 	Protocol <ul style="list-style-type: none"> - TDM (ISDN/CAS) - SS7 - VoIP (SIP, H.323) - VXML 	ASR <ul style="list-style-type: none"> - Nuance/Scansoft - SpeechWorks OSR

setup in order to increase the speed at which the agents can find information to respond to customer queries. Key processes include:

- Contact Resolution
- Workforce Management
- Quality Monitoring and Recording
- Performance Management and Training

A global organization recently asked Mahindra Satyam to provide a robust, flexible and scalable Customer Contact Center and Customer Relationship Management solution. The solution would have to capture and maintain customer information and track customer information across channels to bolster the relationship.

Mahindra Satyam provided the client with easy access to its customer information and facilitated capture and maintenance of the customer information. It also enabled:

- Increased productivity
- Reduced equipment, maintenance, and network administration and carrier costs
- Providing an outstanding customer experience
- Customer retention
- Increased revenue
- Enhanced peer relationships
- 24-hour access to key information

Key Engagement Profiles

Customer

A major US automobile company

Key Activities

- Architect, Design
- Implementation (Coding, Integration and Deployment)
- Uses GPS & embedded cellular technology

Some Important Metrics

- Increases subscriber retention and higher CSI (Customer Satisfaction Index)
- Need to Provide selling a “Talk plan” (Wireless talk time in minutes) to a subscriber
- Application should accept customer input as speech (ASR)
- Should be VXML compliant
- Seamless integration with existing back-end

The team also helped transform and reengineer core processes to help the client grow revenue growth via new and faster business processes and converged customer interaction channels.

Focusing on the business challenges of the customers rather than just the latest technology helps implement solutions that streamline business processes and save money.

The real benefit of deploying Contact Center is achieved when new capabilities are integrated into key business processes and applications, thus transforming decision-making capabilities and customer interactions. Transforming and re-engineering core processes enables revenue measurement via new business processes, convergence of channels of customer interaction and improve customer experience. This helps in minimizing customer churn, maximizing up-sell and cross-sell opportunities and meeting the constantly rising customer expectations.

Highlights of Genesys-COE

- One Stop shop for all contact center Solutions
- Certified Genesys Consultants
- Clientele in IVR/CTI features some of the major Fortune 500 organizations across industries like Telecom, Automotive, Banking and Financial institutions, Government, Aerospace and Logistics
- Captive Lab with standard call center CTI, IVR Infrastructure
- Relationship with Cisco, Genesys and Nortel
- VXML Certified developers
- Certified Cisco Developers

What our Customers say:

“I have had a great experience and am well satisfied with the productivity, efficiency and professionalism that have been demonstrated by the Mahindra Satyam team”

- Jenny Chih

Director, Development and Delivery, Davis + Handerson Ltd, Canada

“From the quality of work delivered so far and drive to ensure customer satisfaction, I will not hesitate to have on any future project with Mahindra Satyam”

- Ojiugo Emeruem

Head, Contact Center, For Access bank Plc.

Customer

A South Asian mobile telecom major offering GSM and GPRS services

Key Activities

- Architect
- Call center Solution Design & implementation
- Integration of Avaya IC with People soft CRM for all media channels

Some Important Metrics

- Consulting for CTI implementation with multiple media like voice, e-mail, fax and chat
- Advise on CRM integration

Customer

A fortune 500 electrical major in Europe.

Key Activities

- Looking for solutions for customer care and billing
- A burgeoning customer base and a critical requirement to upgrade/replace existing infrastructure CTI and IVR infrastructure
- High customer satisfaction
- Significant reduction in operating costs
- Ease of maintenance

Some Important Metrics

- Explore possibility of a centralized call center an economically cheaper location
- Upgrade existing system and scale up to handle larger call volumes

About Mahindra Satyam

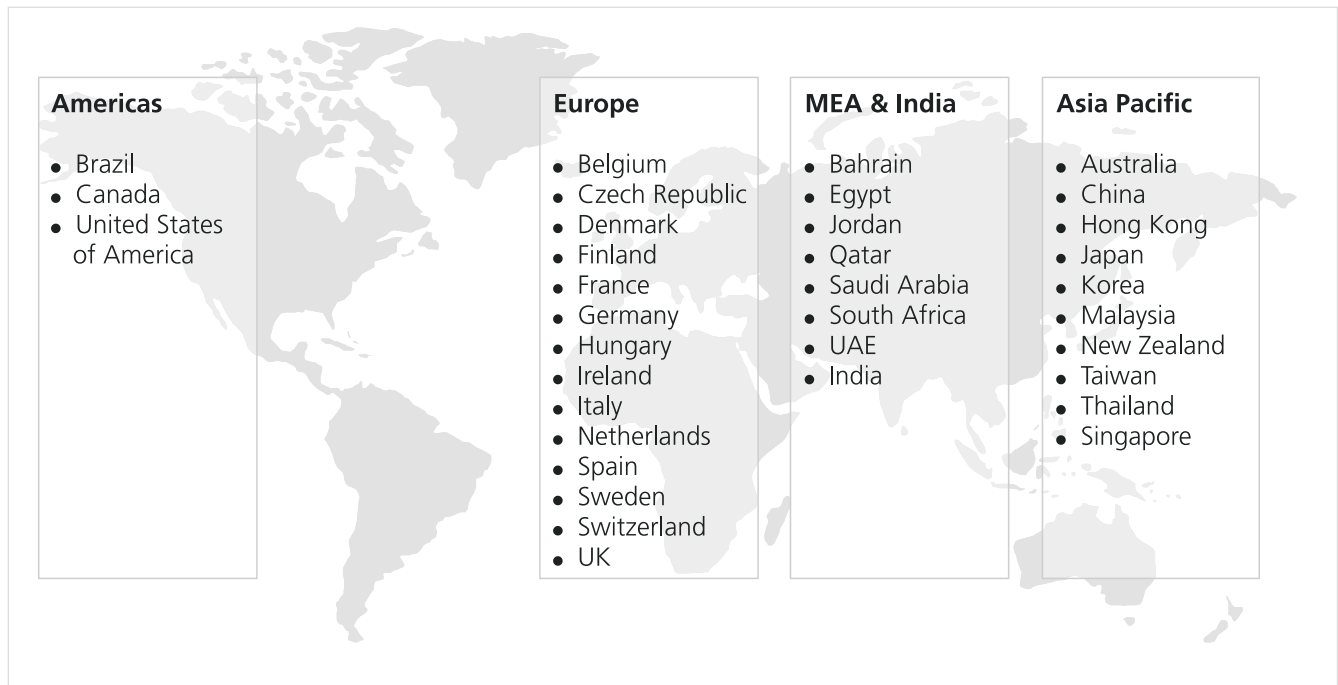
Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the multi-billion Mahindra Group, a global industrial federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Global Presence



Contact

For further information, please write to rfi@mahindrasatyam.com