



eNoah

iSolution

economize energize empower evolve

# eCCMS Implementation -Customer Success Story

*eNoah effect on the Enterprise*

## Overview

The company is an authorized representative of a leading Insurance company and has trained financial planners who provide clients with advice and suggest suitable financial products offered by the Insurance Company. They also an in-house captive shared services center that aims to provide BPO support to the financial planners by fixing appointments and providing follow up support.

## Challenges

- To bring in better productivity and visibility in terms of call handling and servicing
- Provide customer focus and spend less time and effort on redundant call logging activities
- Provide customer delight with value added services like Parking, Forwarding, Retrieving, Call waiting, CLIP etc.
- Deliver to agreed SLAs with least disruption of service

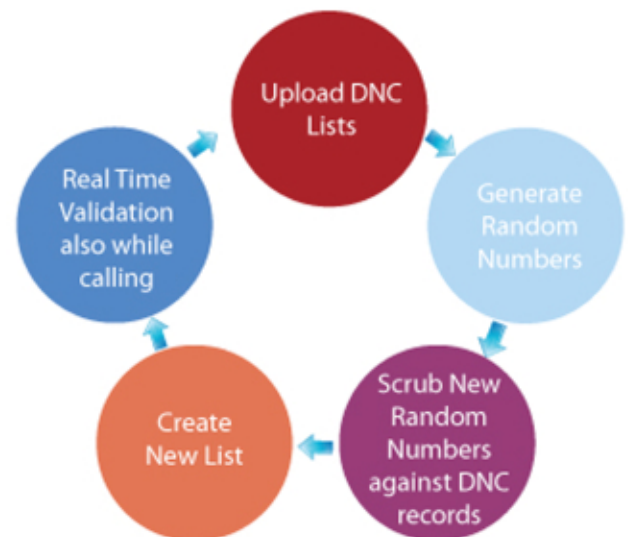
Based on our understanding of the customer requirements, the customer requires a robust and scalable Solution that can cater to

- Increased growth
- Provide competitive advantage.
- Handle the increasing DNC list (DO NOT CALL LIST)
- Result in tangible process improvements.
- Features to support call center activity like
  - Call logging,
  - Call barging,
  - Call recording,
  - Failover of link and server
- Provide operational support to run their IT Operations efficiently with least disturbance

## Our Solution

- eNoah implemented its call center management solution - eCCMS which is an integrated CRM, Automated workflow Call Center Management Solution with advanced Dialer features
- It is aimed to boost productivity and is very intuitive and simple in use

- eCCMS was able to effectually manage customer relationships and ensured that business processes are performed proactively according to critical business requirements
- It facilitated contact centres to manage contacts and ensures that the information flows more efficiently and profitably with visible business productivity



## Features

- Supports Call Barging, Logging, Recording etc
- Supports Inbound, Outbound, Mixed calling and Autocall back
- Payment Gateway Module that supports IVR credit card payment
- In built echo cancellation option
- Option to integrate with open source CRM (Sugar CRM, Vtiger CRM) or existing CRM
- Payment Gateway Module that supports IVR credit card payment
- Supports Telemarketing without agents
- Supports Interactive Voice Response
- Integrated call recording
- Three way calling within the agent application
- Scheduled callbacks
- Flexible dial plan login and Time based rules
- Phone directory and dial by name support
- Ability to dial on a single campaign across multiple asterisk servers or multiple campaigns on a single server
- Ability to broadcast dial to customer with a pre-recorded message

## ✓ Key Benefits

### Productivity Gains

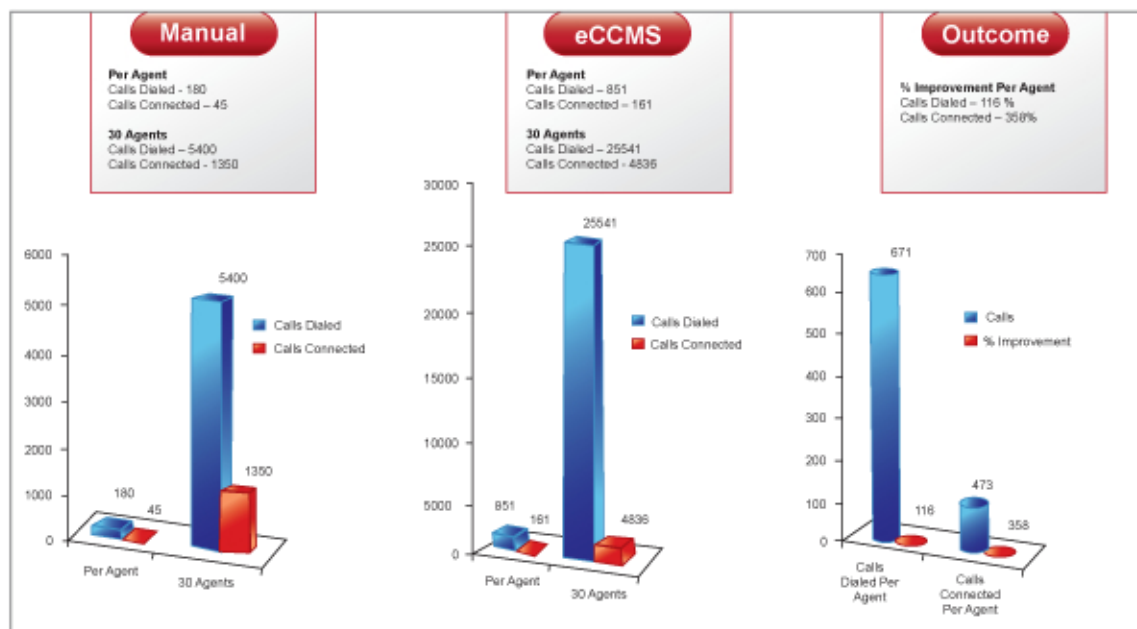
- High Productivity Gain of 300-400% compared to manual process.
- Huge Cost Savings
- Less resources
- No demand for hunting - info
- Minimized Time intake
- Eminent applicant response
- Reduces time on follow up calls
- Routes calls to agents- References

### Flexibility

- Customizable IVR
- Auto assign calls
- Flexibility to manage Multiple campaigns
- Hybrid VoIP and PRI Dialing

### Visibility

- Affords Status updates
- Strong Reporting
- Real Time Visibility
- Real time reports – Campaign wise  
Details/Summary reports
- Inbound and Outbound Calling reports – Hourly,  
Daily, DID, IVR, Leads, Status, etc.
- Agent reports – Time, Status, Performance, Time  
sheet Details etc.
- Time Clock reports and Other reports – System  
Performance, Maximum System Stats, Admin  
Change Log



#### INDIA

eNoah iSolution Private Limited  
Elnet Software City, 3rd & 4th Floor,  
Rajiv Gandhi Salai, Taramani,  
Chennai - 600 113.  
Phone: +91-44-3068-6922  
Fax: +91-44-3068-6948

#### AUSTRALIA

eNoah iSolution Pty Ltd  
Level 57 MLC Centre,  
19-29 Martin Place,  
Sydney NSW 2000,  
Australia,  
phone: +61 02 9238 6144

#### MALAYSIA

eNoah iSolution SDN BHD  
Suite A, Level 17, Menara Park  
Block D, Megan Avenue II  
No. 12, Jalan Yap Kwan Seng  
50450 Kuala Lumpur  
Malaysia

#### USA

eNoah iSolutions Inc.  
2955 E Hillcrest Drive, Suite 124,  
Westlake Village, CA 91362  
Direct: +1 805-630-6432  
Office: +1 805-490-3003

#### SINGAPORE

eNoah iSolution Pte Ltd,  
111, North Bridge Road,  
# 16-04 Peninsula Plaza,  
Singapore - 179 098.  
Phone: +65-68495470  
Mobile: +65-96746530

For more information please visit us at

[www.enoahisolution.com](http://www.enoahisolution.com)

Or mail us at

[info@enoahisolution.com](mailto:info@enoahisolution.com)

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