

# Reliance Globalcom Managed Contact Centre Services (MCCS)

## Experience Global Managed Contact Centre Services

The world economy has witnessed many evolutionary phases since existence, changing the way organisations manage the opportunities around them. Today, businesses constantly need services to reach out to the global customer through a faster, reliable and economical communication platform. The rise of globalisation has therefore brought in a multiplicity of service delivery organisations, geographies, business practices, call centre technologies and communication networks.

Reliance Globalcom offers its customers a global contact centre experience, combining on demand solutions with value added transport services and a next generation contact centre suite. This approach eliminates the investment on procuring, installing, managing the contact centre and network infrastructure.

Managed Contact Centre Services (MCCS) are the next generation contact centre suite of services. It is built on an

OPEX model, powered by high end management and analytical tools that offers modular features and differentiated value along with transport services.

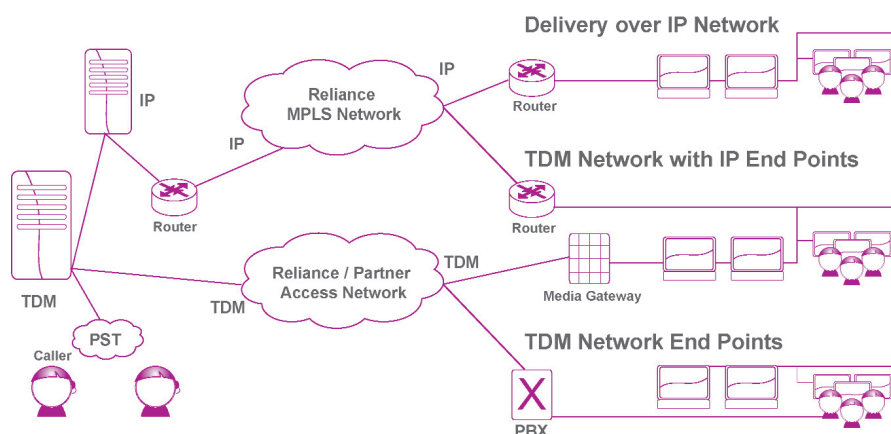
MCCS offers dynamic and flexible services by providing cost effective integration capabilities for multi-site contact centres to organisations. This provides an alternative to premise based solutions, along with, various differentiated feature enhancements like multi-site routing, load balancing, and Intelligent Network (IN) capabilities. It provides a global virtual contact centre experience to customers of varied business sizes by integrating multi-location geographies.

MCCS supports various transport topologies by helping organisations to explore the benefits of IP. It also helps in improved utilisation of existing TDM contact centre infrastructure while enhancing business continuity capabilities.

## Value & Benefits

- Global, Secure delivery model - business application can be onsite or offsite
- Multi-Channel Services (voice, email, web chat, SMS and video)
- Virtual Contact Centre across the world for resource optimisation
- Predominantly OPEX model for end-to-end services
- State-of-the-art technology with performance management and analytics tool
- Scalable, cost effective, on-demand platform offering worldwide origination \ termination
- Channel partner approach for enhanced service support
- Customised service availability offered through in-house domain expertise, application and professional services

## Global Delivery Platform



### Global Delivery

Virtual Contact Centre across the globe. Integrate and manage dispersed contact centres across geographies and time zones to improve efficiency through skill based routing, load balancing and disaster recovery.

### Comprehensive Service Suite

Multi-channel service suite supports voice, data, email, sms and web, offering modular options of advanced business analytics, workforce management, quality monitoring, professional services and consultancy services.

### Flexible and Scalable Deployment

Various connectivity options with diverse voice and data networks by giving customers the choice to choose amongst various networks that can help reduce network costs and easy scalability.

### Cost effective solution with flexible growth options

On demand availability with usage based pricing (Per minute or per seat or combination) for end-to-end solution.

### Reliable and Secure Service model

Multi-site deployment offers a high availability of services along with a database hosting option on or off site.

### Seamless integration with on site infrastructure

Capable of integrating with a wide variety of PBXs, operating systems and databases that cater to the specific contact center needs.

### Single Window control and management of global operations

A single window control and management tools are available to monitor and access real time statistics for timely corrective measures and enhanced service level adherence of global operations.

### Protection from technology obsolescence

While reducing the total cost of ownership, the service delivery model provides protection from technology obsolescence.

### Reduced need for in house Technical Skill sets

Helps reduce the management cost for diversified technical skill sets and its efforts for operational complexity.

### Features

#### TDM and IP delivery

- TDM delivery to CTI enabled PBX
- IP delivery over managed Reliance Globalcom NGN network

#### Outbound

- Predictive Dialing
- Progressive Dialing
- Preview Dialing

#### Inbound

- Network IVR
- Self service IVR platform
- Multi-site and skill based routing
- Business rule based routing
- Data driven routing
- Dynamic load balancing
- Disaster recovery
- Speech enabled platform

#### Intelligent Network Services

- Network call parking
- Take back and transfer
- Time based routing
- Service level routing
- IVR & speech enabled platform

#### Quality Management, Compliance and Training

- Voice recording and replay
- Screen recording
- Search for various service parameters

#### Optional Features

- Predictive dialing with and without answering machine detection
- Professional services
- Advanced business analytics tools CRM
- Agent desktop application
- Onsite 3rd party CRM integration
- Work force management
- Historical & customised reporting
- Configuration and campaign management
- Application operations outsourcing