

## Enhancing customer engagement with a cloud-based contact center

Streamlining customer engagement with a cloud-based contact center solution, driving efficiency and cost reduction



### Case Study Overview

#### Problem

The client needed a comprehensive, flexible, and cloud-resident inbound/outbound solution to manage operations across their call centers, replacing outdated hardware systems and ensuring integration with MS Dynamics. They sought to reduce the reliance on hardware-heavy systems like Aspect and improve scalability.

#### About the Client

Aditya Birla Capital is a leading financial services company, with multiple subsidiaries and a vast customer base across India.

#### Approach

- **Self-Service IVR:** Enabled 75% of customer calls to be managed automatically, without the need for agent intervention.
- **K-Sec CRM Integration:** Seamless synchronization with Kotak Securities' CRM system (Salesforce), enabling efficient handling of client data, call replication, and streamlined workflows.
- **Real-Time Analytics & Reports:** Continuous monitoring and performance tracking for better decision-making and operational efficiency.
- **99.99% Uptime:** Provided a reliable, 24/7 cloud-based platform that ensured seamless communication and uninterrupted service.



### Solution

- Deployed HALO Connect, a cloud contact center with integrated CRM capabilities, to optimize customer interactions.
- Enhanced both inbound and outbound communication through automation and real-time data management.
- Significantly improved operational workflows and boosted customer satisfaction.