

## Enhancing merchant support for India's largest consumer bank

Providing seamless 24/7 multilingual support through HALO Connect for improved merchant engagement



### Case Study Overview

#### Problem

With a vast network of merchants spread across India, the bank required a seamless support system that could manage high call volumes, offer multilingual assistance, and operate efficiently from any location.

#### About the Client

The client is India's largest consumer bank, managing a widespread network of merchants across the country who rely on continuous support and engagement.

#### Approach

- **24x7 Inbound and Outbound Contact Center:** Enabled around-the-clock support via a centrally managed cloud infrastructure, ensuring continuous operations from anywhere.
- **Multilingual Support:** Merchant calls were handled in regional languages through native language-enabled IVR systems, offering a personalized customer experience.
- **Automatic Call Distribution:** Calls were distributed automatically to the nearest center based on specific requirements, enhancing response times.
- **Remote Flexibility:** The cloud setup allowed customer service agents to operate from any location, ensuring operational continuity.



### Solution

- Implemented HALO Connect, a cloud contact center offering 24x7 support and seamless communication with merchants in their native languages.
- Centralized operations to streamline customer service and enhance efficiency.
- Enabled flexibility in managing calls remotely for improved operational control.