SUCCESS STORY | SERVICE PROVIDER

Leading DTH service provider attains seamless, faster call recording and streaming with Servion

Powered by Servion's Distributed Quality Monitoring & Recording Solution

About the client

One of the fastest-growing DTH service providers, offering a whole new television viewing experience to its 13.92 million subscribers (as of February 2020) with high-quality HD content in all major regional languages, coupled with advanced yet affordable products like set-top boxes with USB recordings. The DTH operator, who launched its satellite service in 2007, has generated a significant 19% growth in subscription income during FY19.

Requirement

As part of its UCCE (Cisco Unified Contact Center Enterprise), infrastructure upgrade that included the migration of existing components such as MCS servers, Cisco CRM connector, desktop solution, etc., the DTH operator required Servion to deploy an efficient, multichannel quality monitoring and call-recording system to ensure a seamless, faster recording and streaming, providing better insights into customer and staff behaviors. The key objective was to capture interactions and retrieve recordings quickly to reduce effort, track trends, mitigate liability, and enhance compliance.

Solution

Servion implemented Verint Workforce Management Software for automated quality management and distributed recording, enabling the client to record

and archive the interactions between their customers and agents in five different cities. The implementation simplifies the process workflows to quickly show why and how agents handle customer interactions.

Servion's solution included:

- Intelligent Call Recording: Allows to capture, index, archive, and retrieve up to 100% of customer and agent interactions in traditional TDM, IP, mixed telephony, and mobile phone environments. It automates manual call tagging and calls dispositioning methods, helping to enhance and accelerate search and replay.

- Real-time data recording: Captures corresponding activities at agents' desktops, such as keystrokes, data entry, screen navigation, and after-call wrap-up. The voice and data recording are synchronized in real-time, without programming or deep integration.

- Automated quality management: Automates the entire QM process, offering greater insight and consistency than random sampling.

- End-to-end encryption: Offers reliable, secure storage and archiving to help meet compliance. It protects the sensitive and private customer interactions during call recording and replays while securing

them from unauthorized access and tempering

Business outcomes

The globally distributed workforce management solution, deployed by Servion, allowed over 800 agents to handle 60k+ calls daily. Other outcomes include:

- Higher agent productivity and accuracy while offering deeper insight into how effectively they handle customer interactions.

- Improved customer experience and CSAT score

- A significant drop in recording streaming time and bandwidth consumption

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- Minimal dependency on a central network while eliminating the need for other traditional archiving solutions.

- Secured sensitive and private interaction with end-to-end encryption that protects data recorded or retrieved during replay.

- Regulatory compliance while avoiding costly fines and protecting your reputation.

SERVION | *Crafting CX solutions*