

# CASE STUDY:

## ICICI OneSource



**CUSTOMER PROFILE:** Business process outsourcer

**INDUSTRY:** Off-shore contact center outsourcing

**LOCATION:** India

**BUSINESS NEED:** Remote monitoring capabilities  
Correlate calls to screen activity for training purposes  
Centralized management for a distributed call center environment

**SOLUTION:** NICE Customer Interactions Solutions for Contact Centers

**RESULTS:** Higher levels of client confidence  
Targeted, effective training programs  
Improved call handling and management

### On NICE:

*“The NICE solution is extremely helpful because it enables supervisors to get to the call and correlating screen, and be able to evaluate how well the agent was handling the process versus the performance parameters that were defined.”*

Gayatri Anadh, General Manager, – Technology, ICICI OneSource

### ABOUT ICICI OneSource

**“As an overseas outsourcer we have different needs versus a local outsourcer based out of the same country for which services are being provided .”**

ICICI OneSource (I-OneSource) is among India's leading business process outsourcing (BPO) companies, providing customized solutions for clients in a wide range of industries with a particular focus on Financial Services, Telecom, Healthcare and Collections. It is ranked among India's top five BPO companies by NASSCOM and is among India's top three pure-play BPO companies. With ten world class facilities, I-OneSource has long-standing partnerships with FTSE 100 and Fortune 500 companies.

### THE CHALLENGE

As overseas outsourcer, in far off locations and with a workforce whose native language is other than the client's customers, I-OneSource has stringent quality assurance requirements. The outsourcer all the more needs to ensure control over processes and earn their clients confidence in the service levels that their customers are meeting.

Furthermore, as an overseas outsourcer I-OneSource has special training requirements. Their agents require training with accents, cultural differences, and sensitization as to which words and phrases ought to be used, and which should be avoided. I-OneSource indeed provides a lot of training to their agents and was looking for a tool to help their agents learn faster.

In determining the training curriculum, some of the parameters they needed to assess includes: how long the call was handled (with reference both to incoming calls – making sure that the agent is fully attentive, and in terms of outgoing calls – making sure that the agent gives the sales effort its required attention and effort as well); and what is the correlation between what the agent is saying and the screen activity (making sure that the agent understands the process and is providing the relevant information at the right time).

## CASE STUDY:



### THE SOLUTION

I-OneSource implemented NICE's customer interactions solutions for contact centers including Remote Monitoring capabilities. With Remote Monitoring they are able to expose to the client, through their own network, what is going on with the agents handling in- or out-going customer calls, within 15 minutes of real-time. Without this solution, providing clients with the recorded calls and corresponding evaluations was a time consuming process, where clients could not get a feel for what was really happening with their customer calls. The best that could be done would be to compile calls in some kind of storage media at the end of a shift and ship the recordings to the client. This could take up to 3-4 days.

NICE's Remote Monitoring solution, however, enables I-OneSource clients to assess the level of success of a new marketing campaign, for example. They can monitor how the agents are handling the new campaign and if they hear that customers are not responding as desired, they can provide immediate feedback to fine tune the message. They can turn around a new marketing approach very quickly and save money that could have been lost on an ineffective campaign.

One client, for example, performs remote monitoring on 100% of the agents when they are going through training for new campaigns or processes. This spells into remote training and enables remote certification of agents as well. I-OneSource's clients can now save a lot of time and money by not having to physically be on the outsourcer's premises to conduct the new training courses. They can do it from their home base – without compromising quality or reliability.

***“One of our clients, infact, was so happy the Remote Monitoring service from NICE, it became a prerequisite for all subsequent campaigns.”***

Furthermore, to ensure that all quality and performance parameters are met ICICI OneSource turned to NICE's Quality Monitoring solution.

By matching the key words used by the agent along with the different screens that were being used at the same time, they can assess and certify the agent's performance more accurately.

NICE also helped I-OneSource tackle the challenge it faces as a BPO that has 10 facilities. NICE provided a customer interactions contact center solution that supports a distributed architecture, through which they were able to greatly improve production in how they manage customer calls. ICICI OneSource has many customers who have different processes going on at different locations. The NICE architecture supports such complex deployment and allows them to manage these processes in a unified and seamless manner.

***“With NICE's unique web-enabled tool we can search and evaluate any in-coming or out-going call, irrespective of location.”***

### About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, based on advanced content analytics of telephony, web, radio and video communications. NICE's solutions improve business and operational performance, as well as security. NICE has over 23,000 customers in 100 countries, including the world's top 10 banks and 75% of the Fortune 100. More information is available at [www.nice.com](http://www.nice.com).

***NICE is leading the rapid-growth of contact center outsourcing to India. From the list of the top 15 business outsourcers in India, as ranked by Datamonitor, 11 are NICE customers. Overall NICE has 150 customers and 200 sites installed in India.***