

BookMyShow.com (Bigtree Entertainment Pvt. Ltd.)

Case Study

Client Profile

Bigtree Entertainment Pvt. Ltd. is nation's very first entertainment ticketing company. Besides ticket booking, Bigtree is also involved in software sales and support, ticketing services, box office tracking and analysis. The company through its website www.BookMyShow.com, facilitates ticket bookings for movies, concerts and live events. The website has strong presence in over 10 cities across India and a single number for phone bookings through an automated speech recognition system now powered by Drishti.

Background

Bigtree offers ticketing for movies, plays, concerts and live events through its website - www.bookmyshow.com. The service is also available in 10 cities through a single number. Customers can book tickets through an Automated Speech Recognition System. The customer calls Bigtree to get the latest movie or event related information. This info is further segregated on regional basis.

The system retrieves and conveys the information desired by the customer. For payments, the customer has the flexibility to choose between Credit Card Online payment or Cash on Delivery options. Automation of ever-changing movie or event-related information and also minimizing agent-customer interaction to bring down the cost per transaction was an interesting challenge in this case.

Business Challenges:

Bigtree required a solution that could lower their transaction costs, operational costs and human dependency by automating the entire booking process (Customer Interaction Management) mentioned earlier. Process Automation was necessary to achieve two goals- Improving Customer Service and Reducing Agent Workload. Bigtree wanted to have a solution that could aid them in innovating constantly, without the need for further investments.

Process Automation - Bigtree were looking for a solution that could provide Voice-based, automated customer service while keeping the cost per transaction minimum.

Regional Movie Updates – A specific requirement was of area-wise movie updates and corresponding regional offers.

Customizable IVR – Since the movies and events changed frequently an intelligent IVR system that could be updated on a weekly basis without having to change the IVR code formed the core of the requirement.

Integration with in-house applications - Bigtree wanted that the solution should smoothly integrate with their in-house enterprise applications & Database (used for updating show timings), and Payment Gateway.

Integration with Payment Gateway options – BookMyShow facilitates the options of Ticket booking payment through either ASR (or Credit Card Booking) or COD (Cash On Delivery). These needed to be integrated with the IVR system for smooth functioning.

SMS confirmation - The system was expected to generate and send transaction ID to the customer through SMS.

Solution:

Taking into account the workload of agents at Bigtree, it was essential to implement features that could minimize average call handling times. Every call for ticket booking or for other enquiry has to be processed in the minimum time frame with utmost efficiency. This called for a platform that could enhance Quality Monitoring. Ameyo helped maximize agent performance and process efficiencies. Moreover, Ameyo

About Drishti (www.drishti-soft.com)

Drishti provides Contact Center Software & Enterprise Communications Solutions. The Company creates innovative communications technologies for next-generation enterprises, dynamically empowering them to manage their Business Processes. Drishti's customers enjoy significant benefits in terms of increase in efficiency levels, reduction in operational costs, flexibility to grow, consistent user experience and a demonstrable ROI.

Drishti's innovative solutions are running successfully at hundreds of client locations across the globe. The Company has been awarded the BPO News Best Contact Center Solution 2007, IP Contact Center Technology Awards 2008, Member's Choice Award 2008, and the NASSCOM Innovation Awards 2008. Drishti is also among the Deloitte Fast 500 Company in APAC and Red Herring

proved to be an affordable choice, doing away with the need to procure expensive hardware for different requirements.

Self-Servicing advanced IVR system – In order to minimize average call handling times for every call for ticket booking or for other enquiry, an automated IVR system was deployed that was intelligent enough to maximize self-service to even the ticket booking payment levels.

Caller Line Identification – The IVR system integrated an advanced CLI that enabled automated play of area-wise movie updates and special offers through the IVR.

Node Flow Designer - Drishti implemented a complex Node Flow Designer at Bigtree. This was crucial for features like updating show timings at regular intervals, and for automating the customer interaction management system.

Data-driven IVR - Drishti implemented data driven IVR with Ameyo which facilitated the BookMyShow team to change the IVR every week without the need to change the IVR code. The GUI-based interface of the IVR enabled easy change of movies, shows in the IVR.

Integration with Third Party Applications – Ameyo implemented at BookMyShow allowed seamless integration with the existing enterprise applications and Database. Credit Card Payment gateway was also integrated with the system as well as IVR applications wherein Bigtree could add the option of Credit Card booking directly on the IVR without transferring the call to agents.

Transaction ID Generation & Confirmation – Ameyo was customized to accommodate the various information and bookings for movie tickets, tickets for concerts and live events. The system automatically generates a Transaction ID for each booking and sends a confirmation SMS to the customer.

Value Delivered:

- Dynamic IVR/ACD implemented with reporting and voice logging and inbuilt CTI
- Payment gateway integration via web-services
- Easy change of movies, shows in the IVR via a GUI-based interface
- Integration with multiple systems like Payment Gateway, CRM, ASR, Database

The Result:

Drishti's advanced solutions helped BigTree automate their entire customer interaction management system. Due to this, the company achieved higher operational efficiency even after reducing the agent workforce to 40%.

- Increased Customer Base
- Reduced Cost per Agent Per Transaction
- Better Customer Experience

“ Drishti's advanced technology platform, Ameyo, proved to be just the right solution that could understand our workflow, and address the core issues in order to achieve process automation while lowering operational and transaction costs. We look forward to Drishti's support in future too. ”

Mr. Parikshit Dar
Director,
Technology, Bigtree