

Client Profile

[Capital Investment and Asset Holding \(CIAAH\)](#) is one of Orange County's most successful multi-industry companies. Founded in 1999, the company has grown into a network of businesses with total revenues in excess of \$13 million annually and over 100 employees in over 4 countries serving a diverse and global customer base. Headquartered in Irvine, CA, CIAAH consists of numerous subsidiaries and operating divisions, which are responsible for the day to day operations of their businesses.

Client Requirement

CIAAH wanted a robust hosted solution, which would serve the purpose of management of customer information. It wanted a unique combination of broadcast dialing and ACD with CRM & Data-base Integration. The idea was to dial out multiple numbers, screen Answering Machines and Busy/Fax/Invalid Numbers, play a marketing message to the prospect and then transfer the interested parties to one of the agents distributed across various geographies. It also wanted a scalable solution that can dial 2000 outbound channels for 25 agents. In the words of the Justin Lines, COO, "I would like to create a software-driven VOIP predictive/automatic dialer that can be hosted offsite. This system will also function as a remotely hosted PBX and have an integrated database that will manage dialing list and customer information. Agents must be able to login to system from anywhere in the world to take sales call via USB headphones from their computers. System will also manage voicemail and forward calls to any number if the user is away from his computer. It is imperative that the predictive/automatic dialing portion of this system must be able to differentiate between live answers and answering machines. I am looking for 95% accuracy rate." CIAAH already had a present solution with which they faced a plethora of problems. After contacting many companies unsuccessfully, it contacted Drishti in June of 2006.

Overview

- ✍ Combination of Outbound (Predictive dialer), Inbound (ACD), CRM and Database.
- ✍ Broadcast dialing with ACD and dialer
- ✍ Automatic routing to an available agent post automatic message playback
- ✍ 2000 channels for 25 agents all across the world with a single, centralized setup
- ✍ High Answering Machine Detection
- ✍ Lead management

Solution

Drishti modified its Predictive Dialing & Inbound Solution in a matter of few weeks to cater to the complete requirements of CIAAH. The client was also able to scale seamlessly by just taking more servers on rent and installing DACX™ on the same. The solution was implemented immediately and enabled CIAAH to become operational in a short span of time.

Value Delivered

- ✍ Entire Solution delivered within 7 days.
- ✍ Met very strict client requirements of very high Answering Machine Detection and provision of scalable & reliable solution handling 2000 channels from a single set-up.

“ Drishti was able to modify our existing software to conform to our exact needs and continue to provide an unsurpassed level of support. We are constantly adding and changing features of system as we grow and Drishti is always there to accommodate us. I cannot say enough about our positive experience with Drishti and their DACX™ suite of products. ”

Justin Lines, COO
CIAAH

About Drishti

Drishti is a leading provider of Contact Center Software & Enterprise Communications Applications. Drishti's award-winning flagship offering – DACX™ Contact Center Suite has been a huge success in India and Philippines and has become the leader in the Small and Medium Enterprises (SME) segment in India within a span of two years. Drishti is currently building Communications Technologies for the next-generation Enterprises, empowering them to manage their needs to dynamically manage Business Processes, Interactions, Workforce and Service Levels on emerging Unified Communications (IP Telephony, Unified Messaging, Conferencing, Presence Management, and Application Collaboration), SOA (Service Oriented Architecture), and SAAS (Software as a service) among others.

With a strength of over 150 clients, Drishti serves across various verticals such as Telecom, Technology, Financial Services, Outsourcing, Market Research, Directory Services and Travel & Hospitality.