

# Origin Call Center

## Case Study

### Client Profile

Origin ([www.origincallcenter.com](http://www.origincallcenter.com)) is a 24/7 BPO based out of Bangalore, India. The company caters to clients in various geographies like Australia, New Zealand, United Kingdom and United States and spans verticals from Telecommunications to Retail, from Holiday Industry to Financial Services. Since its operations began in 2004, Origin has acquired new clients while retaining the old ones with its excellent services that include in-bound, outbound, and tech support.

“ We chose DACX™ Contact Center Suite over 20 other solutions because of its high Answering Machine Detection and flexible CRM. We are delighted by Drishti's response time in meeting our changing requirements. With this kind of support and deliverability we are confident of growing rapidly with Drishti. ”

Subbaiah KP  
IT & Infrastructure head  
Origin

### Client Requirement

Origin started off primarily with outbound calls. For their outbound operations, Origin needed a stable & flexible solution to enhance the productivity of their agents. The vision of the management team was to double the number of employees and revenues within a year. For this Origin needed a reliable solution that increased effective contact rates and enabled them to increase business by taking up more ambitious projects.

### Manageability:

- **Operations:** The intent was to cater to several industries and geographies. Origin was looking for a technology partner who could also understand processes and would be therefore able to provide a feature-rich offering that would take into consideration legal requirements for calling in various countries. Do-not-call (DNC) compliance was a must for them.
- **IT:** While Origin had excellent IT personnel, they wanted a technology partner to give them a Call Center Software that would minimize downtimes and relieved the IT team of having to go back and forth between their connectivity provider and solution provider.
- **Ease of supervision:** With growing number of agents, it became imperative for Origin to have a solution in place that could keep a track of the entire operations wherein parameters of evaluation can be changed in the short, medium or long term in accordance with changing management objectives or strategies.

After evaluating a number of solutions, Origin chose DACX™ Contact Center Suite for its very high Answering Machine Detection and other productivity enhancing features.

### Overview

- ✍ Needed Outbound (Predictive dialer), Inbound (ACD), CRM and Database.
- ✍ GUI-based reporting
- ✍ Needed a solution with very high uptime
- ✍ Do-Not-Call Compliance
- ✍ E-mail, SMS and Chat support
- ✍ High Answering Machine Detection
- ✍ Multiple campaigns to be run in the same geography with same or different agents assigned
- ✍ Automatic call pacing

### Other key requirements

Keeping Costs under control- A primary concern for Origin was to manage implementation costs by ensuring least expenditure on hardware and networking equipment. Drishti empowered Origin to do so effectively by using reliable open source components and standard Linux servers instead of expensive equipment. The client also got rid of the redundant telephony systems.

## 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.

Distributed across five offices in two countries, Drishti's expert workforce comprises of more than 70 individuals across R&D, Sales & Marketing, Engineer and Support units.

Round-the-clock support – Drishti provided efficient 24/7 support to a 24/7 client. To ensure business continuity, Drishti ensured that Origin's support requirements were met in time, impacting their business positively.

## Solution

Drishti's technology team, solution consultants and Origin team worked together to map out process criticalities. Drishti was able to suggest enhancements, which made the clients' capability future-ready. DACX™ Contact Center Suite addressed their requirements as outlined below.

- ✓ Integrated inbound and outbound solution with capabilities of E-mail, SMS, Chat support that could be used in conjunction or separately depending on projects the client undertook. The solution also enabled multiple campaigns to be run in the same geography with same or different agents assigned.
- ✓ The entire solution was implemented in a single set-up making it really easy to manage. Redundancy was built in by keeping critical components on separate servers, making the internal network a very easy plug and play mechanism.
- ✓ The solution provided real-time information on performance of connectivity, and causes of success and failure of connectivity for each number dialed, to the IT team. A GUI-based customized reporting was provided so managers and supervisors could access relevant information on-the-fly. Customizations were also done on CRM and multiple CRM's were created to suit specific processes. A CRM template was also delivered to the IT team in a language they were comfortable with, which they could use to make small changes on a day-to-day basis by themselves.
- ✓ The architecture of DACX™ allowed easy integration with Teleblock (Do-not-call registry for US calling), which made the process more efficient since only valid leads were being dialed and the solution was disposing off all DNC listed numbers by itself.
- ✓ Drishti implemented a complex self-learning predictive dialing solution (with Learnsys™ algorithm) at Origin which incorporated a high Answering Machine detection (AMD) ratio and Dynamic Call Pacing for pacing and adjusting the number of calls that should be thrown at any point in time. The call pacing mechanism takes into account various factor (answer rate, busy signals, SIT, AMD, average talk time) to intelligently decide the number of calls to be made.

## Value Delivered

- ✓ Workforce - Origin had a staff of over 500 at the time of negotiations and employee strength was up by over 78% within 4 months of implementing DACX™ Contact Center Suite
- ✓ Revenue- According to Origin, revenues have grown by 100% within four months. DACX™ enabled Origin to increase their output immediately via improvement in agent performance, better call distribution and optimum resource allocation.