

Shell Transource

Case Study

Client Profile

Shell Transource Ltd. is one of the leading customer care contact center solutions and services provider in India. Established in 1990, today Shell Transource imparts end-to-end customer solutions from over 340 strategic locations across the country. Around 4000 professional service clients across diverse industries spanning aviation, finance, banking, insurance, logistics, telecom and taxation make Shell one of the largest service providers. With customer satisfaction as a mission, Shell Transource has created differentiators for their unmatched service quality of critical processes by deploying latest technology to adapt to an ever changing business landscape.

“We were particularly impressed by the easy management of Ameyo. The solution simplified complex operations and management processes. The user interfaces have been designed from the end-user perspective and make the functionality much quicker. We look forward to exploring the solution capabilities further by integrating email and web facilities to value-add to our service delivery. Drishti’s team was adept to understand and match our requirement.”

S Sakthivel Murugan
AGM-IT,
Shell Transource

Background

Shell Transource is one of the top BPOs in India offering an array of services that covers ITeS, BPO, KPO and other non-voice business processes like data capture, digitizing and warehousing, human resource outsourcing and logistics. Day-to-day operations of Shell include imparting world-class contact center services for their outsourcing client base. These include inbound, outbound as well as blended voice operations and services such as document acceptance, scanning, data capture, check point verification and document retention. Servicing 15 of the country's leading banks and NBFCs Shell Transource has a strong focus for BFSI segment. The BPO services major Telecom companies with a combined market share of 30% delivering a full range of services.

Business Challenges

Domestic BPO environment in India has become extremely competitive and allows only the toughest players to survive. With stringent profit margins to play on, contact centers are challenged with reducing costs at the same time adding value to their services.

Leading BPOs have realized that there is a clear demarcation between the business strategies applicable to domestic and international markets. For the domestic BPO market, competition is more fierce than evident. Developing a deep domain expertise coupled with superior technology to remain competitive is the need of the hour.

The industry-leading call center technology vendors have been very successful for international processes but for domestic processes where profit margins are much lesser; such mammoth solutions become a burden. The need is of a solution that is not just affordable but can ensure a diverse and innovative delivery model and help implement a SLA-driven approach to ensure repeat business.

“ Shell Transource is a premiere customer for Drishti. Personally I take this case as a big achievement since the quality standards expected from the Shell Transource team were nothing less than the very best. In fact, the team was skeptical initially about the brand and whether we would be able to deliver. They had started domestic operations on their previous solutions but were looking for a solution that can deliver better in challenging domestic markets. The team evaluated Ameyo on the same platform as their existing industry-leading solutions and found it to be perfect for their processes and chose Ameyo for 3 locations simultaneously. ”

- **Girisha R**, Sales Manager, Drishti-Soft

Solution Delivered

Shell Transource has been delivering quality BPO services to a host of leading Indian and international clients in verticals spanning aviation, finance, banking, insurance, logistics, telecom and taxation both in non-voice and voice processes. To service the stringent

About Drishti (www.drishti-soft.com)

Drishti-Soft Solutions Pvt. Ltd. is a leading innovator of communications technologies for next-generation Enterprises, empowering them to dynamically manage their Business Processes. Their 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 multi-award winning innovative solutions are powering millions of customer interactions across the globe.

quality needs of such clients, Shell Transource required an industry-grade robust technology solution. Award-winning IP-based communication suite Ameyo became their choice for the same.

Ameyo IPCC gave Shell Transource complete customer interaction management capabilities in a single solution. The powerful outbound dialing module of Ameyo increased the contact rates significantly. The IVRS and strong routing capabilities of Ameyo added value to customer support processes of Shell Transource. Ameyo delivered high uptimes of the order 99.99% ensuring business availability for the critical client processes of Shell Transource BPO.

The service oriented and modular architecture of Ameyo supported process-specific customizations and that seamlessly mapped to the dynamic process of the call center. Ease-of-use aspect of each user interface of Ameyo provided for quick acceptance among the different system users. Ameyo particularly scored for the time of delivery and the overall solution costs that were much lower than the other industry-grade solutions Shell Transource was using.

The solution is running on **Standard Certified IBM Servers** (IBM x series 3550 model) powered by Xeon processor(s), and truly utilized the computing power of standard, off-the-shelf hardware modules, thereby reducing investment in hardware by up to 70%. In a simplistic scenario all components could be residing in a single IBM Server* providing complete System and Contact Center functionality.

Solution Benefits

Highest scoring point for Drishti in this deployment was **time of delivery**. Even after using a trusted international solution, Shell Transource could not extend it to their domestic processes primarily because, a custom solution for domestic processes would have taken months of time not mentioning the associated costs.

Since the BPO handles some highly critical customer contact processes, even a minute system failure could not be afforded. Ameyo provided them a robust technology platform that ensured **high business availability**.

The BPO handles diverse processes and required CRM and business logic customizations as per the need of each unique campaign. Drishti team delivered them all **process-specific customizations in record time**.

Since the entire BPO was used to working on their previous technology solution, transitioning to a new system seemed difficult. But, the easy-to-use GUI-based interfaces of Ameyo simplified the operations for each user – be it agent, supervisor, quality analyst, or operations manager. Ameyo provided for a consolidated and **easy management of operations**.