



CASE STUDY

**How our cloud telephony
turned out to be the silver lining
for Management Services
during the pandemic.**

Company profile

Management Services is an ISO 9001:2015 certified professional services organisation; specialising in the business of Debt Management, Soft Collections, Credit Management, Document Collection, Domestic Outbound Call Support, Seller Onboarding and CRM in Delhi/NCR.

Founded in 1998,

- First to get ISO certified
- 125K customers handled monthly
- 4K monthly Physical Verifications, VAS and Document Collection
- 10K monthly pick up volumes
- 30 crores per month collected in Delhi/NCR
- 200 seat hi-tech call center with global & national incoming and outgoing facilities

SCENARIO

Working during the lockdown was a challenge. But Cloud Connect Communications ensured business continuity by providing tele-working solutions for WFH employees.

COVID-19 presents banks and other lenders, administrators and debt collectors with a unique set of risk management challenges. In this fast-moving environment, the needs of your customers and guidance from governments may seem to change daily at times.

Firms need to reconsider vulnerability anew.

Firms are vulnerable and need to protect themselves. For the first time in decades, millions of people experienced financial insecurity. The mysterious nature of the pandemic and the duration of disruption was likely to heighten anxiety.

Finally, but equally importantly, firms need to ensure their existing vulnerable customers are not forgotten, especially at a time when banks may have reduced their outbound calls and restricted their branch hours, meaning call waiting times are that much longer. Organizations need to maintain their outbound collections activities; to ensure fair customer outcomes and customer satisfaction.

CURRENT METHODOLOGY FOLLOWED BY MANAGEMENT SERVICES

Soft Collections - Management Services provides tele-calling and field support for flows collection that include First bill default, Bucket-X and Bucket-I:

- Make reminder calls/Mails/SMS/Visits to the customers for their dues
- Encourage customers to make payments directly for their dues
- Arrange for pickups
- Assist customers with billing and service issues
- Help customers to resolve their issues with clients

(Source: Deloitte-uk-forbearance-collections-and-covid-19)

The Challenge

- Management Services was looking for a calling solution, which could go hand-in-hand with their current infrastructure.
- Management Services wanted specialized solutions to handle the remote workforce during the extended lockdown.
- Management Services wanted real-time monitoring of all outbound calls.
- Management Services was using PRI lines from a telecom leader and was facing the following issues:
 - Voice quality; their team was not able to perform efficiently as they were not able to communicate with the clients in a proper manner due to voice quality issue.
 - Also, there was a new mandate to record the calls, which was not available
- Most importantly Management Services current services weren't providing the teleworking solution which had become priority for the client in the current scenario

The head of the 200 seat call center told CloudConnect Communications

"The safety of our contact center employees was paramount. But with the exponential increase in call volume, we had to find quick solutions to enable them to work remotely."

"When we got the mandate from the prestigious banks we partner with for improving voice quality and automated recording of all calls for compliance - We were in a situation of 'figure it out, and figure it out yesterday.' And that's exactly what we did."

The Solution

CLOUD PBX TO THE RESCUE

Management Services turned to long-time partner CloudConnect Communications for a stable and reliable solution that could be implemented quickly and cost effectively.

The Cloud PBX solution proposed by CloudConnect Communications was perfect to handle Management Services requirements of teleworking with recording with superior voice quality.

BUSINESS AS USUAL IN UNUSUAL TIMES

In the crucial times of prolonged lockdown, CloudConnect Communications facilitated work from home employees to perform with efficiency and effectiveness.

- Cloud PBX solution allowed Management Services to connect all telephony aspects in their CRM using web phone/mobile phone via APIs.
- The sticky agent feature in the Cloud PBX solution allowed the customer to get in touch with the desired agent all the time.
- CloudConnect Communications provided Management Services with end-to-end call recording which starts as soon as the ring starts so that every call is secure and compliant with regulatory requirements for the banking sector.

Pre- planning and process flow

Every project undertaken by CloudConnect Communications involves a preparatory phase to:

1. Conduct basic hygiene quality check on premise to evaluate that the activation can be done successfully.
2. Check infrastructure - stable internet connection.
3. Check and set up compatibility devices - appropriate handsets and IP-phones, which are tailor made to handle the CloudConnect Communications solution.
4. Demo and training session from the CloudConnect Communications technical team
5. Discussions and solving any queries

Also, as part of the Internal Customer Commitment Processes - a 10 day Proof of Concept was deployed. Post this and on commencement of the project, all infrastructure and the API's for integrations into Management Services CRM were handed over.

Management services - happy with our services

Management Services bought an initial monthly plan, which included outbound minutes & extensions and DIDs.

Based on the satisfaction scores - Management Services has scaled up their buys to 13X outbound minutes and 5X DIDs by the second month.



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