



Success Story:
Business Process Outsourcing

Optimus





Optimus Global Services Ltd.
Subsidiary of Polaris Software Lab
www.optimus.co.in

Industry Business Process Outsourcing
Call Centers..... 3 centers in Chennai, India
Agents 2,700
Call volumes 700K outbound and 200K inbound contacts
each month

Optimus Global Services Ltd., a wholly owned subsidiary of Polaris Software Lab, is a business process outsourcing (BPO) provider, delivering a full array of back-office services, primarily in the banking and financial services sectors. Based in Chennai, southern India, Optimus helps its customers manage business processes, including customer relationship management (CRM), customer service, mortgage services, consulting, and collections management.

The firm has benefited from India's rapidly growing economy. With annual economic growth averaging more than eight percent over the past four years, India's middle class now exceeds more than 300 million. These newly empowered consumers have dramatically increased borrowing for mortgages and other types of loans, including credit card spending.

This rising consumer debt has created a growing need for debt management services. Optimus helps many of India's top banks and financial institutions improve the profitability of their credit portfolios by providing outsourced credit collection services via three call centres, and 2,700 agents.

Optimus had outgrown its call centre infrastructure; continuing to use proprietary hardware-based system was costly and increasingly unreliable

Optimus, established in 2003, serves eight key customers with debt management services. The firm's agents make approximately 40,000 outbound calls per day, with 90 percent going to domestic customers and the remainder to other regions, including Dubai, the United Kingdom, and the U.S.

By late 2006, Optimus was experiencing growth pains that placed tremendous pressure on its ability to compete and to deliver campaigns in a timely manner. The use of a proprietary hardware-based predictive dialing system and PBX at each of its three call centres was not only costly, but increasingly unreliable. The multi-location contact centre also required costly networking between sites and dedicated management.

"We had outgrown our original call centre infrastructure," explains S.S. Sivakumar, Optimus Head of Information Technology. "Everything about that original architecture had begun to hold us back. It was inflexible, too expensive, and unreliable. It would not support our plans for expansion into other regions of the country."



Results

- Reduced service ramp-up time by 75 percent providing a competitive advantage in meeting customer expectations
- Saved 30 percent in dialer-related costs through use of industry-standard servers and softphone technology
- Increased agent productivity by more than 40 percent by providing meaningful CRM information in pop-ups and customised skills-based screen
- Improved system uptime from 89 to 99 percent by replacing unreliable hardware dialer technology with Genesys IP-based software solution
- Saved licensing costs through fast migration of 800 Windows users to Linux platform

The need to physically deploy hardware and software at each call centre prevented Optimus from competing when ramp-up time was critical.

“Dialer technology is supposed to boost productivity, but in our case it was having the opposite impact, unfortunately,” Sivakumar notes. “We needed a solution that could be managed from a central location, and enable us to integrate with our customers’ CRM systems. We also needed greater speed and flexibility in deployment and better reporting capabilities.”

Optimus chose a modular, open-standards Genesys SIP contact centre solution, implemented by Genesys Professional Services

In early 2007, the Optimus IT team evaluated several call centre solutions, including two proprietary hardware-based systems and the open-standards-based Genesys SIP solution. Only Genesys offered a modular, Voice over IP (VoIP) software solution built on an open architecture and designed to run on cost-effective industry-standard servers.

A team including Account Manager P.V. Srinivas, Solutions Engineer Kapil Kumar, and Genesys Professional Services consultants collaborated to create the right solution for Optimus. Genesys Professional Services built a fully functional proof-of-concept (POC) test platform for Optimus, using Genesys SIP Server, Outbound Voice, Inbound Voice, Stream Manager, and Solution Reporting. The POC solution was so successful, it was expanded from 50 to 100 seats during the month-long test.

Soon after completing the POC, Optimus ordered an initial 400-seat production installation of the Genesys solution. The Genesys Professional Services team developed links from customer CRM systems to the Genesys platform for display in agent pop-up screens—a key capability that the previous call centre solution lacked.

Genesys Outbound Voice provided a software-based dialing engine for the Optimus operation’s 40,000 outbound calls per day. The system monitors agent group activities and queue traffic to determine the speed at which outbound calls are placed for campaigns running in progressive or predictive mode.



Genesys gives Optimus a competitive advantage and allows them to produce results and revenue sooner than ever before.

The Genesys SIP solution was launched in the fall of 2007 and has transformed the Optimus call centre infrastructure from a proprietary, inflexible hardware-based system to a flexible software-controlled environment built on Session Initiation Protocol (SIP)-enabled IP components and industry standard servers.

The Genesys SIP provides access to the complete suite of Genesys contact centre applications and services, including sophisticated routing across all media channels, real-time and historical reporting, and robust self-service capabilities.

The three, formerly separate call centres are now linked via the Genesys SIP solution into one virtual call centre, achieving centralised management, universal access for all agents, and comprehensive reporting capabilities. Proprietary hardware—PBX, predictive dialer and ACD—has been replaced by open, SIP-enabled Genesys software modules running on standard servers.

After a fast ramp-up to IP, Optimus has won more business, increased productivity, achieved 99 percent up-time, and sees unlimited opportunity

In less than six months after implementation, Optimus was able to expand the Genesys call centre solution to more than 1,100 seats. “With our old hardware based dialer, it took us two years to build out to 1,100 users,” Sivakumar explains. “Genesys allows us to get there in just six months. We can add additional user licences and soft phones in less than a week. That’s a powerful advantage over our old system, which required about a month of ramp-up time to add seats.”

This 75 percent acceleration in ramp-up time and service expansion is a key advantage for Optimus in competing with other BPOs. It also means Optimus can begin producing results—and billing clients—sooner than ever before.

“We have faced situations in the past when we could not meet the timeframe requirements of a customer and, therefore, lost business,” Sivakumar relates. “That was unacceptable and one of the primary reasons for this shift to a pure IP infrastructure. Today, our opportunities and ability to deliver on our promises is virtually unlimited.”

Optimus now provides agents with a single, integrated softphone platform that provides account information from customer CRM systems. Easier integration with customer data helps agents resolve issues faster and with

“With the Genesys solution we are winning more business because we can ramp up very quickly to meet customers’ needs. We’ve also increased agent productivity by more than 40 percent and cut dialer-related costs by 30 percent.”

S.S. Sivakumar
Head of Information Technology
Optimus Global Services Ltd.

greater customer satisfaction. In the past, agents had to use two different screens in order to access CRM data and view other account information.

The Genesys solution also ensures that agents only receive “live” calls, cost-effectively filtering out non-human calls such as fax or answering machines. The combination of these new features and capabilities means that Optimus call centre agents are now far more productive.

“Agent productivity has increased about 40 percent with the Genesys solution,” Sivakumar says. “The agents find it easier to concentrate on each call by having everything on one screen. Genesys Professional Services was able to customise our screens to meet the unique needs of our agents, which are dedicated to either domestic or international calls. All of this integration, including CRM data, helps agents resolve a higher percentage of cases and take more calls overall.”

Productivity has also been enhanced by improved overall uptime. Uptime for the software-based Genesys dialer now exceeds 99 percent, up from a low of 89 percent with the previous hardware-based solution. This new level of reliability helps Optimus more easily meet customer expectations for service quality.

Reporting has also improved. “I had only a few standard reports I could provide to customers in the past,” Sivakumar notes. “With the Genesys solution, I can customise reports and provide what customers really want. Because Genesys is an integrated and open system, everything is accessible and flexible, including reports.”

The elimination of expensive, proprietary dialers and associated licences, has helped reduce the cost of outbound calling by approximately 30 percent. In addition, Genesys support for multiple operating systems has enabled Optimus to migrate more than 800 users from Windows to the Linux operating system, saving many dollars in Windows licensing fees.

“We moved the Genesys server from Windows to Linux in just two weeks—that was a great success for us,” Sivakumar emphasises. “Taken together, the flexibility of the pure IP and SIP-based Genesys solution is helping us grow our business and meet customer expectations like never before. We are re-investing our savings by adding more Genesys seats and other ways to leverage our new IP-based platform.”



Solutions

- Genesys Customer Interaction Management Platform
- Genesys SIP Server
- Genesys Outbound Voice
- Genesys Inbound Voice
- Genesys Stream Manager
- Genesys Solution Reporting

Genesys Worldwide

Genesys is the world's leading provider of customer service and contact center software — with a 100% focus on customer experience and mission to save the world from bad customer service. With more than 2,000 customers in 80 countries, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to drive today's new customer conversation. Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information: visit us on the Web: www.genesyslab.com, or call +1 888 GENESYS (1-650-466-1100).

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- > 16 of the world's 20 largest telecommunications companies
- > 4 of the world's 5 largest airlines
- > The world's 10 largest automotive companies

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