

# CALL CENTER OUTSOURCING SERVICES

## Facilitating CRM Success For Enterprises Worldwide

As competition becomes rife in industry verticals around the world, Customer Relationship Management (or CRM) across marketing, sales, service and support touchpoints has become one of the key drivers of business growth.

Invensis Technologies is a specialist Call Center Outsourcing Service provider with more than 10 years of experience in fortifying the CRM capability of organizations around the world. Our end-to-end call center outsourcing services satisfy diverse business requirements related to CRM and Customer Lifecycle Management. By relying on our multi-channel contact center for voice and non-voice services for customers, enterprises around the globe have been able to garner tangible results for their CRM strategies.

### **The Invensis Advantage - Amplify Customer Satisfaction and Retention**

- Best-in-class call center technology ensures the best possible outcome for your business.
- Stringent data security measures that adhere to ISO 27001 certification to safeguard confidential information.
- Scalable and flexible services customized to suit your particular business requirement.
- Customer satisfaction metrics, such as First Call Resolution (FCR), Average Handling Time (AHT) and Abandoned Call Rate, to ensure that your customer satisfaction objectives are being met.
- Complete transparency through full access to all call transcripts, log-in records, performance metrics and progress dashboard.
- Multi-channel customer care contact center providing support through voice (inbound/outbound) and non-voice channels such as email management, mobile SMS/text, live chat/instant messaging and IVR.

## END-TO-END CALL CENTER OUTSOURCING SERVICES

### Sales and Customer Acquisition - Inbound Call Center Services

- Order Taking Services
- Reservation Booking Services
- Cross Selling and Up Selling Services

### Sales and Customer Acquisition - Outbound Call Center Services

- Reactivating Dormant Customer Services
- Customer Follow Up Services
- Data Validation Services
- Subscription Renewal Services
- Lead Generation Services
- B2B-B2C Appointment Setting Services
- Loyalty Program Management Services
- Market Research Services

### Customer Care

- Billing Support
- Complaint/Issue Management and Resolution
- Order Management and Processing
- Product or Service Information
- Claims Processing
- Returns and Refunds
- Service Dispatch and Delivery
- Warranty-Related Queries

### Technical Support and Help Desk Outsourcing Services

- Technical Problem Resolution for Tier/Level 1 (T1/L1), Tier/Level 2 (T2/L2) and Tier/Level 3 (T3/L3)
- Software Application Support
- Hardware Support
- Broadband Support
- Consumer Electronics Support
- Network Support
- Managed Mobility Support
- Messaging System Support

### Debt Collection and Debt Recovery

- Early and Late Stage Debt Collections
- Dispute Management and Resolution
- Other Services

### Call Center Support Services

- After Hours Call Center
- CATI Services
- IVR Outsourcing Services
- Telephone Answering Call Center

### Multi-Channel Support Contact Center

- Phone Voice Call Support
- Email Response and Management
- Live Chat / Instant Messaging
- Mobile SMS / Text
- IVR

### Features of Our Best-in-Class Call Center Technology

- IVR (Interactive Voice Response)
- ACD (Automatic Call Distributor)
- Dialer
- Multi-Channel Communication
- Voice Logger
- Single View
- Reporting Engine
- Browser-Based Interface
- Load Balancing and Optimized Availability
- Call Conferencing, and more

## CALL CENTER OUTSOURCING CASE STUDY

### The Client

A renowned Australian product manufacturer, whose history dates back more than a century, now expanding their reach worldwide through e-commerce

### The Requirement

To facilitate superior customer interactions and maximize satisfaction throughout the purchase lifecycle and across various channels of communication.

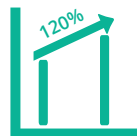
"I am extremely happy with the team at Invensis and the support they gave us. Their contact center was very professional and provided our customers with high-quality services. By doing so, we were able to grow our business in new markets in the world."

**- Managing Director, Australian Product Manufacturer**

### Key Outcomes of Call Center Outsourcing to Invensis



70% increase in revenue over a two-year period (starting 2011)



120% increase in customer base from 2011 to 2014



Expansion of business units from one location to multiple locations globally



75% cost savings annually

### MORE CALL CENTER OUTSOURCING SUCCESS STORIES

- An industry-leading US-based marketing solutions provider with more than 80 million visitors every month, came to Invensis to enhance and build the small business listing database. Our multi-channel contact center enabled the client to add more than 10,000 listings to this database and facilitated them in their mission to help businesses and communities to grow.
- An innovative UK-based technology provider that has developed an application to aid parents in the UK and US to locate child-friendly places, assigned the process of data validation of featured venues through voice calls to Invensis. Through our multi-channel contact center, we executed more than 40,000 data validation voice calls to businesses across UK and US, leading to a sizeable increase in the client's reach.
- An Australian energy retailer that serves over half a million customers across Victoria, South Australia, Queensland and New South Wales, mandated Invensis to implement their sales and customer acquisition strategy post a rebranding in 2010. Through voice calls, Invensis convinced more than 30,000 customers to switch from their existing energy retailer to our client, leading to a rapid boost in their business growth.

## INVENSIS FACT FILE

- ▶ 20+ years of experience
- ▶ ISO 9001 and 27001 certified
- ▶ Multiple delivery centers
- ▶ 3000+ trained professionals
- ▶ 8+ service verticals
- ▶ 200+ clients served around the world

## OUR WORLDWIDE CLIENTELE







## CONTACT INVENSIS

### India

Invensis Technologies,  
34/1, Upkar Chambers, RV Road,  
Basavanagudi, Bangalore - 560004,  
Karnataka, India

### Reach Us 24/7

-  USA +1-302-261-9036
-  UK +44-203-411-0183
-  AUS +61-3-8820-5183
-  IND +91-80-2659-5899

Email us: [sales@invensis.net](mailto:sales@invensis.net)

Know more: [www.invensis.net](http://www.invensis.net)



Facebook



LinkedIn



Twitter



Google +

**Invensis**<sup>®</sup>  
Global Outsourcing Services

Rated One of the  
10 Most Promising  
BPO Companies in India