

Virtusa implemented the Next-Generation CRM System

Challenges

- The legacy system could not handle the high call volumes and failed to provide business insights to explore newer growth opportunities.
- The increasing cyber fraud necessitated continuous improvement in information security measures
- Customers were dissatisfied with services provided by the back office - limited means to measure the service quality being delivered.
- Lack of a back office solution that can support operations across US, UK and Commonwealth countries.

Solution

- Pegasystems Customer Process Manager was used to build next-generation CRM system and the solution was effectively integrated in to the client’s overall architectural landscape
- Case Manager as the middle layer between Pega and IVR to handle case creation and routing logic and the payload is passed from the Phone/Email to the Pega via SOAP calls.
- Authentication done in IVR is passed through to Pega as part of the payload with other information.

Value delivered

- Reduced time to market, effective work flows & improved customer communication resulting in increase in revenues through adding campaigns for cross-sell/Up-sell initiatives during interaction.
- Real time reports and analytics provided insights on customer issues and agent productivity
- 20% Reduction in average call handling time
- 10% Reduction in average call transfers time and improved first-time-right Call Resolution rate.