

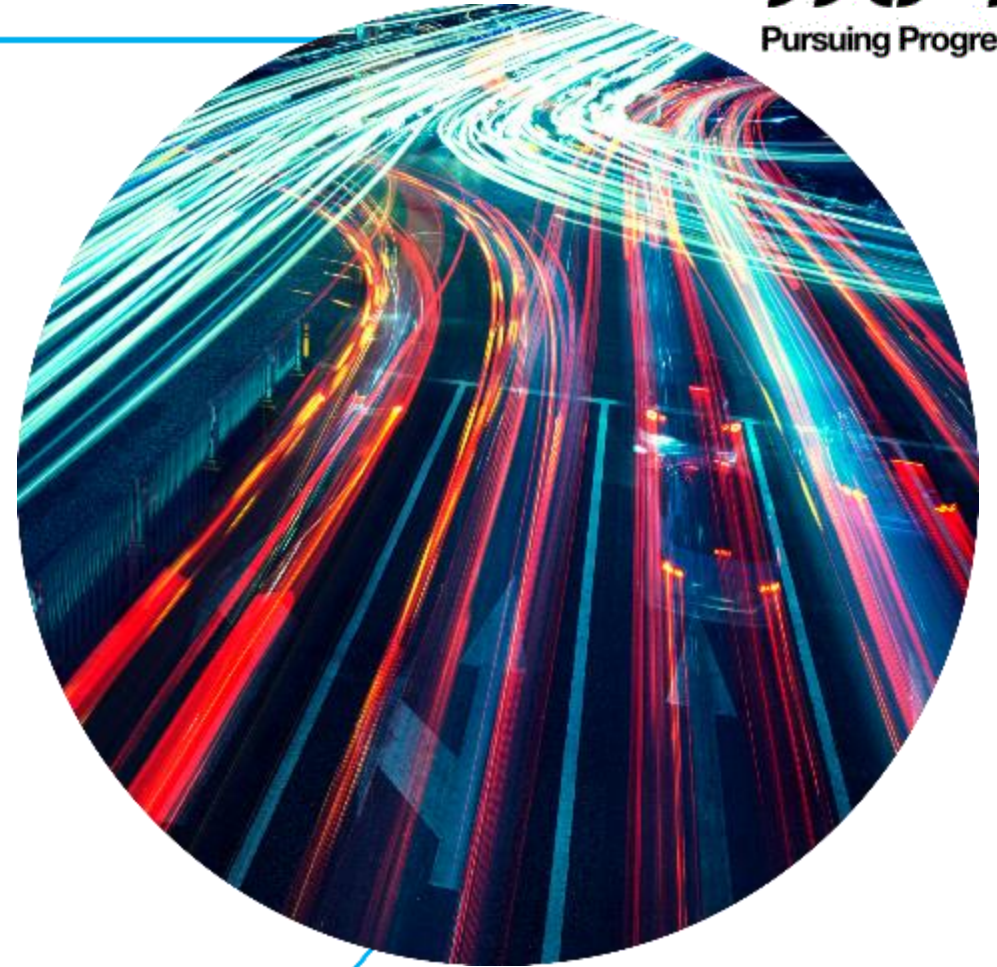
Call Center – CRM System

A technology company that's continuously pursuing progress.

We're your partner. Not only because we provide smart solutions and services that redefine how the world communicates and shares information, but also because we're trusted advisors who understand the importance of technology solutions that are human centric.

For four decades, MFI has and continues to support cutting-edge document, IT, commercial and professional print solutions and equipment to clients all over the continent, with our team of over 600 glocal experts servicing 18 countries across Africa.

We deliver solutions with purpose, because we believe in our clients' vision, and we want to partner with them to achieve their goals. That, for us, is the true definition of pursuing progress. A journey of mutual success for all our clients, and for MFI.



Tailored smart solutions that enable your business to progress.

Document solutions

Customised document print management solutions to streamline capturing, archiving, workflow, and information security for improved business operations.

Commercial & professional print

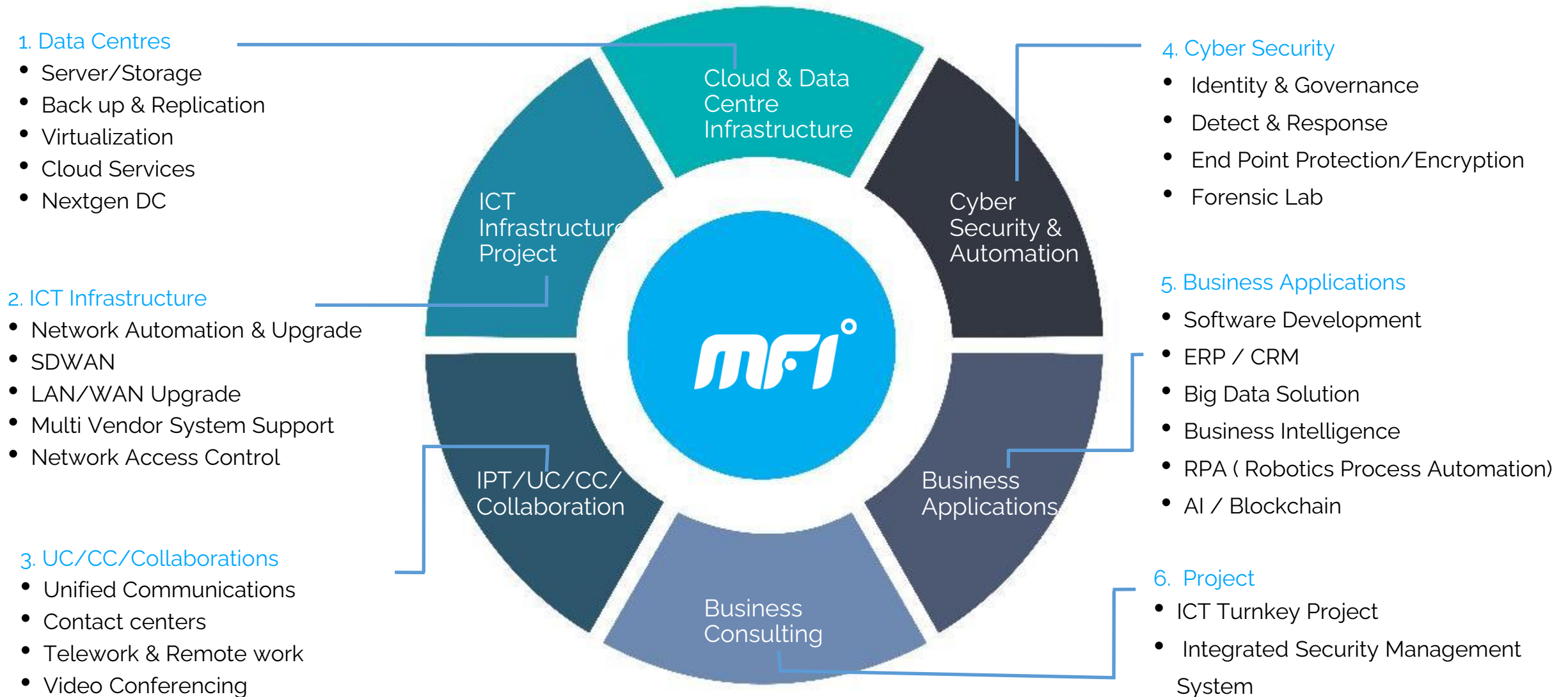
Advanced professional printing technology and software solutions through dedicated partnerships with leading print manufacturers.

Information technology solutions

Digital transformation planning, implementation, acceleration, and measurement through solutions that focus on business enterprise, cybersecurity, content data, and ICT infrastructure.

Banking solutions

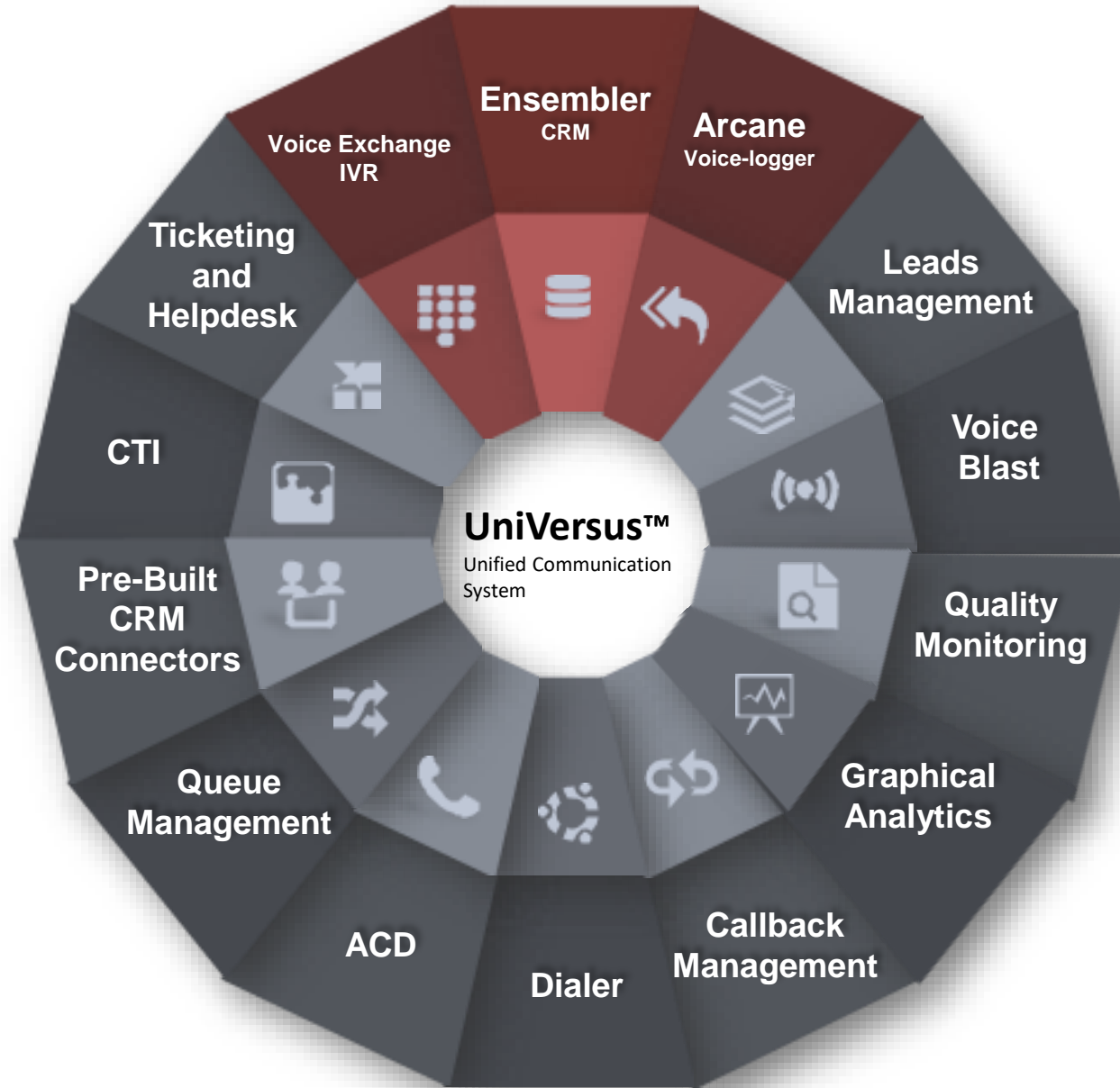
Secure banking operations and cash handling services, offering payment, card, currency handling, and cash management solutions.





UC2000 :: Unified CX
Management Platform

Customer Experience (CX) Offerings



Alliance Platform



A complete Call Centre Solution with telephony enabled CRM and multi interface of communications

It is use for ACD /IVRS CRM / Dialer

Costumer - Manya | Chopra | IMC | Elite Wealth care



A digital voice logger that performs 100 % call recording A Performance monitoring system, which forms a key to monitor, record, Store and evaluate voice & data interactions. It is built with filters and reporting and alert systems

Ideal for :- Forex department Depository Division Customer Care Stock Broker

Customers – IND bank | SBI | UBI | Axis Bank | ICICI | Indus IND Bank



An Enterprise Relationship Management product which provides a fully integrated package for SFA CRM and Advanced Analytics

Ideal for : - Sales Marketing Customer Care

Customer – Pulp | Agroy Finance | Alankit Assignments | Master Capital |



A configurable call flow generator that offers fully integrated IVRS product to Connect to your customers databases, telephones , wireless & fax machines

Ideal for:- Telebanking solutions / HelpLine Systems

Customer – AMEX | SBI | KARVY

Call Centre Telephony Solution System

Alliance UC-2000 Platform

Alliance UC-2000 A Complete Call Centre Solution with Telephony enabled CRM and Multi-interface of communications

Feature List :

- Intelligent Inbound Routing (ACD)
- Intelligent Outbound Dialing
- IVRS –Interactive Voice response System
- Customized IVR solutions
- CC Creation of Users setting up Agents
- Performance Monitoring System with Agent Assessment- Voice Recorder
- Campaign Management
- Dialer for automatic and manual dialing for outbound / call back campaigns
- WhatsApp Bot, SMS ,Social Media Integration ,Email , Web Chat
- **Customer relationship Management System (CRM) – Enterprise Suite for complaints, Helpdesk**
- Reporting and MIS ,ticketing and case management
- **Integration with Telephonic System through SIP**

MFI's Offerings

- IP Based , Scalable
- Separate Queue for each process with own DID
- Campaigns MIS
- WFM
- Setup of CC hierarchy and agents is through GUI
- UMS Capabilities for notifications

Contact Center Platform



- Add IVR Flows using a Flow generator
- Setup multiple IVRS in multiple languages
- Automate your processes like regular inquiry etc.

IVR configuration how they can do it easily

- Hybrid Recording solution with IP, E-1, Digital and Analog
- Deploy as a centralized VL or distributed multi site loggers with centralized Analytics

Voice Logger

- CRM for Case management is flexible to configure to meet business objective
- Automated Workflows which connect your customers, call center , back office and service teams
- Optional Mobile App for field staff

CRM Automation

- Email
- SMS
- Chat
- WhatsApp
- CREATE TICKETS FROM Any of above

Social Media Integrations

- Whatsapp Self Service using BOTS enabled on UC 2000 will help you reduce load on agents and provide round the clock customer service

Whatsapp BOT

MFI's offerings

- Customer Service
- Voice of Customer
- Web Chat
- Social Media
- Self Assisted IVRS

Inbound



- Power Dialer
- Queue Management
- Campaign Management
- Collections Done

Outbound



- Ticket Creation
- Ticket Tracking
- Escalation
- Resolution

Case
Management



Customer Relationship Management System (CRM)

Need of CX

- Huge Market Competition
- Need To Maintain Pace With Other Banks
- Customers Are Demanding
- Customer Service Process needs to be enhanced
- Cost Needs to be Minimized
- Keep Up With Latest Technology
- Bank Needs To Increase Customer Base



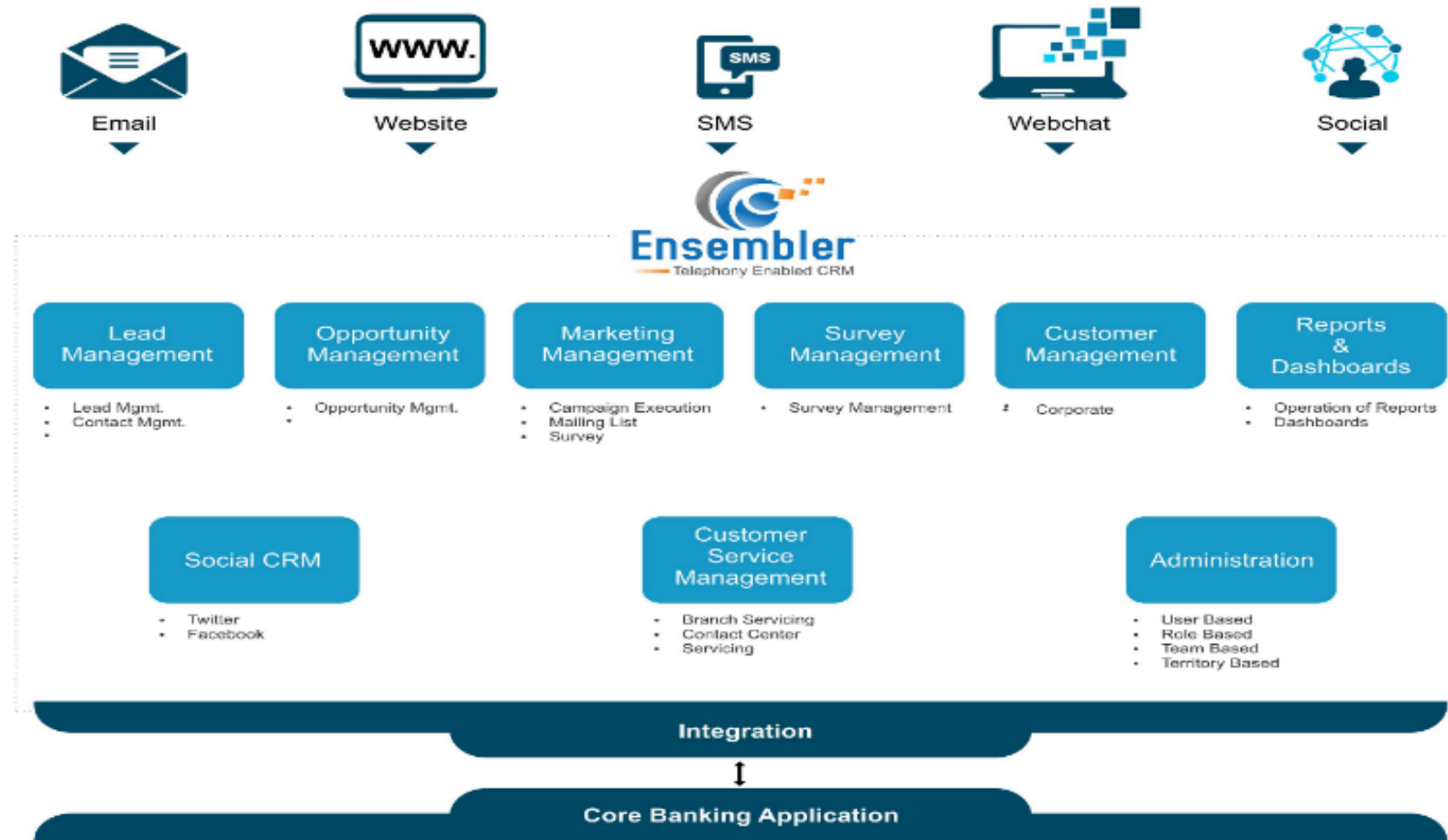
Business Flow



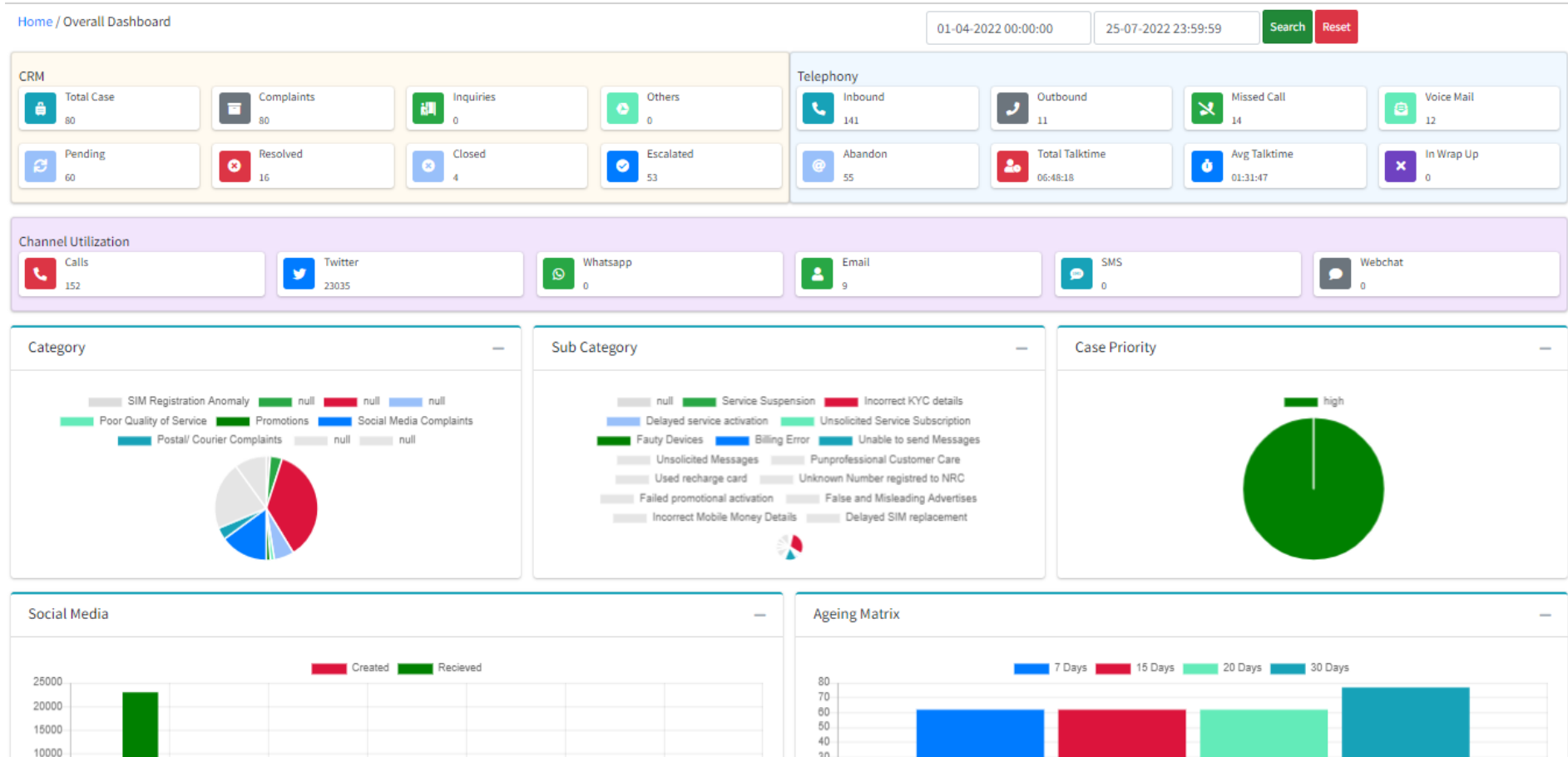
CRM Integration :: Omni Channel

Integration will be done using API. Which will provide:


- Batch Import/Export
- Web service
- File import/Export
- Smart link



Supervisor Dashboard



Agent Screen pop up



ZICTA

- CUSTOMERS
- HELPDESK**
- KNOWLEDGE BASE
- REPORTS
- QUEUE

ZICTA CALL CENTER

☒ NEW CASE
 ☐ SEARCH BY TICKET NO

SEARCH CUSTOMER NAME, CALLER ID

CALLER ID :

Registered Number *	<input type="text" value="40517771"/>	Alternate No	<input type="text"/>	Email	<input type="text" value="himas@gmail.com"/>
First Name *	<input type="text" value="Himanshu"/>	Last Name *	<input type="text" value="Mehta"/>	Agent	<input type="text" value="Clairebey"/>
Address 1	<input type="text" value="rrrr"/>	Address 2	<input type="text" value="bbbbbb"/>	District	<input type="text" value="Lusaka"/>
Village	<input type="text" value="Select Village"/>				

CHANNEL INFORMATION

Mode *	<input type="text" value="Call"/>	Call *	<input checked="" type="radio"/> Real Call <input type="radio"/> Spam Call	Language	<input type="text" value="English"/>
Facebook Handle	<input type="text" value="ghgj"/>	Twitter Handle	<input type="text" value="ghh"/>		

OTHER INFORMATION

Reasons For Calling *	<input checked="" type="radio"/> Complaint <input type="radio"/> Inquiry <input type="radio"/> Others	Priority Of Call *	<input type="radio"/> Low <input checked="" type="radio"/> High <input type="radio"/> Extremely High
-----------------------	---	--------------------	--

ClaireBeySIP/5709 | No Live Calls Waiting | Dialable Leads : Live Call | Campaign: BLENDEDZICTA | [live](#) | [logged in](#) |
[logout](#)

CUSTOMER HISTORY

INCALL

RE-DIAL

HOLD

CONFER

TRANSFER

LIVE CHAT

(0)

TODAY'S MISSED CALL




(0)

ALLIANCE


UniVersus™

Unified Communication System

Chat Case Creation

 ZICTA		
Previous session's	Current Conversations	Old Conversations : 62de72088eefe1658745352
<p>  Customer 25 Mon 2022 16:05 (BOT 1) 62de72088eefe1658745352 </p>	<div> <div> 25 Jul 16:55 pm <div>Customer</div> <div>hi</div> </div> <div> 25 Jul 16:00 pm <div>Customer</div> <div>my network connection is very poor</div> </div> <div> <div>Agent</div> <div>25 Jul 16:38 pm</div> <div>ok I will look into it.</div> </div> </div>	<div> <div> 25 Jul 16:52 pm <div>Customer</div> <div>complaint on poor network connection.</div> </div> <div> <div>BOT</div> <div>25 Jul 16:52 pm</div> <div>Thank you. Please wait while some one is attending you.</div> </div> </div>

Email Ticket Creation




CUSTOMERS

HELPDESK

KNOWLEDGE BASE

REPORTS

QUEUE

 **CLAIREBEY**

EMAIL

Start Date01-06-2022 00:00

End Date25-07-2022 14:45:01

Email ID

StatusALL

Run Report

Delete

<input type="checkbox"/>	S.No	Date	From email	Subject	Case ID	Status
<input type="checkbox"/>	1	2022-07-23 16:47:22	ajay.bhatnagar@ensembler.com	Digital		
<input type="checkbox"/>	2	2022-07-22 10:59:56	kewalsingh362897@gmail.com	Test mail	Case ID : 2022/07/00561	Pending
<input type="checkbox"/>	3	2022-07-21 14:50:19	samkgosh@yahoo.co.uk	Problem in Filing Tax form		
<input type="checkbox"/>	4	2022-07-20 16:53:28	friendsuggestion@facebookmail.com	Mataa Mukelabai is a new friend suggestion		
<input type="checkbox"/>	5	2022-07-20 15:12:02	reminders@facebookmail.com	You have 17 notifications about Garry and others		
<input type="checkbox"/>	6	2022-07-18 20:11:13	reminders@facebookmail.com	You have 17 notifications about Gilbert and others		
<input type="checkbox"/>	7	2022-07-04 17:47:23	friendsuggestion@facebookmail.com	Gilbert Nyirenda is a new friend suggestion		
<input type="checkbox"/>	8	2022-07-04 14:57:15	reminders@facebookmail.com	You have 6 notifications about Garry and others		
<input type="checkbox"/>	9	2022-07-03 23:31:06	reminders@facebookmail.com	You have 6 notifications about Garry and others		

ClaireBeySIP/5709

No Live Calls Waiting

Dialable Leads : No Live Call

Campaign: BLENDEDZICTA

live

loggedin

logout

READY

BREAK

HOLD

CONFER

TRANSFER

LIVE CHAT

(0)

TODAY'S MISSED CALL

(0)

STATUS: Dial Mode & Number

Agent Screen

CUSTOMERS

HELPDESK

KNOWLEDGE BASE


REPORTS

QUEUE ▶

RECENT 5 CASES

Case	Name
2022/07/00562	Himanshu Mehta
2022/07/00561	RAMESH singh
2022/07/00560	Himanshu Mehta
2022/07/00559	Himanshu Mehta
2022/07/00558	Himanshu Mehta

NOTIFICATION



new posts

Pending

NEW CASE

General

Ticket No.	Customer Name	Category	Subcategory	Department	Mode	Status	Created On
2022/07/00562	Himanshu Mehta	Promotions	Failed promotional activation	Commercial	Call	Pending	25-07-2022
2022/07/00561	RAMESH singh	NA	Unable to send Messages	Marketing	Email	Pending	22-07-2022
2022/07/00560	Himanshu Mehta	Social Media Complaints	Incorrect Mobile Money Details	Commercial	Call	Pending	22-07-2022
2022/07/00559	Himanshu Mehta	Social Media Complaints	Incorrect Mobile Money Details	Commercial	Call	Pending	22-07-2022
2022/07/00558	Himanshu Mehta	Social Media Complaints	Incorrect Mobile Money Details	Commercial	Call	Pending	22-07-2022
2022/07/00557	Himanshu Mehta	NA	Failed promotional activation	Legal	Call	Pending	19-07-2022
2022/07/00556	Himanshu Mehta	NA	Incorrect KYC details	Sales and Advertising	Call	Pending	18-07-2022
2022/07/00555	Himanshu Mehta	Social Media Complaints	Delayed service activation	Commercial	Call	Pending	15-07-2022

ClaireBeySIP/5709

No Live Calls Waiting

Dialable Leads :

No Live Call

Campaign: BLENDEDZICTA

live

loggedin

logout

READY

LIVE CHAT

TODAY'S MISSED CALL

BREAK

HOLD

CONFER

TRANSFER

(0)

(0)


ALLIANCE

UniVersus™

Unified Communication System

Ticket

[Alliance CRM](#)
[Roundcube Webma...](#)
[YouTube](#)
[Freshdesk](#)
[SaveFromNet](#)
[UPPCL](#)
[Log In | Exotel](#)
[ICICI Login](#)
[Google Meet](#)
[Google Support sh...](#)
[Whatsapp Web](#)



- CUSTOMERS
- HELPDESK**
- KNOWLEDGE BASE
- REPORTS
- QUEUE ▶

RECENT 5 CASES

Case	Name
2022/07/00562	Himanshu Mehta
2022/07/00561	RAMESH singh
2022/07/00560	Himanshu Mehta
2022/07/00559	Himanshu Mehta
2022/07/00558	Himanshu Mehta

CASE DETAIL

Ticket Status : Pending
Ticket No: 2022/07/00562



CUSTOMER PROFILE

Register Number *	<input type="text" value="40517771"/>	Alternate No	<input type="text"/>
First Name *	<input type="text" value="Himanshu"/>	Last Name *	<input type="text" value="Mehta"/>
Agent	<input type="text" value="ClaireBey"/>	Address 1	<input type="text" value="rrrr"/>
Address 2	<input type="text" value="bbbbbb"/>	Email	<input type="text" value="himas@gmail.com"/>
District	<input type="text" value="Lusaka"/>	Village	<input type="text" value="Select Village"/>

CHANNEL INFORMATION

Mode*

Call * ☒ Real Call ☐ Spam Call

 new posts
 new tweets

ClaireBeySIP/5709 | No Live Calls Waiting | Dialable Leads : No Live Call | Campaign: BLENDEDZICTA | [live](#) | [loggedin](#) | [logout](#)

READY

BREAK

HOLD

CONFER

TRANSFER


LIVE CHAT

(0)

TODAY'S MISSED CALL

(0)

Agent Reports - CRM




[CUSTOMERS](#)


[HELPDESK](#)


[KNOWLEDGE BASE](#)


[REPORTS](#)


[QUEUE](#)


Agent


Cases


Customer


Report Overview


Audit

CUSTOMERS

District


From To


Caller Number

[Run Report](#) [Reset](#)

TOTAL RECORDS FOUND - 70

SNo.	Name	Number	Alternate No	Address 1	Address 2	District	Facebook Handle	Twitter Har
1	0953491860 0953491860	0953491860				Lusaka		
2	adoor gopal	9811906305		sadsd	asdsd			
3	ajaya singha	9667073511	40517771	shartri nagar	Lku			
4	AjayBhatnagar90 na	9999999999	74089952766			Chongwe	gfhjfh	AjayBhatna
5	Angel Choudhary	2322222						
6	anil kumar	977363610	7678667178	gk	part 2	Lusaka	test 123	test 123
7	anil singh	40517775	7678667178	gonda	Uttar Pradesh	Kafue	anil 1234	anil@3456
8	anil singh	98683000652	40517775	sarita vihar	new delhi	Kafue	anil@1234	anil@1234
9	ankit singh	9237623648				Lusaka		

 ClaireBeySIP/5709 | No Live Calls Waiting | Dialable Leads : | **No Live Call** | Campaign: BLENDEDZICTA | [live](#) | [loggedin](#) |

 [logout](#)

READY

BREAK

HOLD

CONFER


TRANSFER

LIVE CHAT


(0)

TODAY'S MISSED CALL


(0)



Inbound Detailed Reports - Telephony

ALLIANCE
UniVersus
Unified Communication System

Server datetime: 7/25/2022, 5:56:36 PM

Admin(User Group:) System Status Logout 

Agent Report

Inbound Report

Manual Call Reports

Search

Graphical Report

Home / Inbound Detailed Report

Start Time01-03-2022 00:00:00

End Time25-07-2022 17:55:47




AgentALL










DIDALL

Queue NameALL

StatusALL

Submit

   Search...

SNo	Agent	DID Name	Queue Name	Call Date	Status	Disposition	Phone Number	TT	Wrap Time	CHT	In Queue(in Sec)	Hangup By	File
1	ClaireBey	40517771	ENGLISH	25-07-2022 03:59:29	DONE	Connected	40517771	0:0:40	0:0:11	0:0:51	0.00	CALLER	
2	ClaireBey	40517771	ENGLISH	25-07-2022 12:50:50	DONE	Connected	40517771	0:1:6	0:0:16	0:1:22	0.00	CALLER	
3	ClaireBey	40517771	ENGLISH	22-07-2022 03:51:26	DONE	Connected	40517771	0:2:33	0:0:48	0:3:21	0.00	CALLER	
4	ClaireBey	40517771	ENGLISH	22-07-2022 02:55:58	DONE	Connected	40517771	0:0:37	0:0:12	0:0:49	0.00	AGENT	
5	ClaireBey	40517771	ENGLISH	22-07-2022 12:48:31	DONE		40517771	2:18:3	0:0:0	2:18:3	0.00	AGENT	
6	ClaireBey	40517771	ENGLISH	22-07-2022 12:44:26	DONE		40517771	0:1:53	0:0:0	0:1:53	0.00	CALLER	
7	ClaireBey	40517771	ENGLISH	22-07-2022 12:25:36	DONE	Disconnected	40517771	0:1:28	0:1:1	0:2:29	0.00	CALLER	
8	ClaireBey	40517771	NYANJA	19-07-2022 04:05:47	DONE	UnReachable	40517771	0:0:37	0:1:7	0:1:44	0.00	AGENT	
9	ClaireBey	40517771	ENGLISH	18-07-2022 05:01:32	DONE	Dropped	40517771	0:0:31	0:0:41	0:1:12	0.00	CALLER	

Agent Performance Report - Telephony

[Home](#) / Agent Performance Report

Start Time End Time Campaign

   Search...

SNo	Campaign	Agent	Login Duration	Offered Calls	Answered Calls	Talk Time	Work Break	Rest Break	Wrap Time	Idle Time	Ring Time	Preview Idle Time	Hold Time
1	BLENDZICTA	AnnSimuyu	00:00:00	41	39	01:32:50	00:00:00	00:07:08	00:12:11	02:48:50	00:10:56	00:00:00	01:48:31
2	BLENDZICTA	Arnold	00:00:43	5	4	00:03:51	00:00:00	00:00:42	00:01:01	00:06:14	00:03:56	00:00:00	00:00:54
3	BLENDZICTA	AWokuri	00:00:00	3	3	00:02:56	00:00:14	00:33:32	00:00:53	00:22:48	00:03:00	00:00:00	00:00:16
4	BLENDZICTA	ClaireBey	15:07:09	15	13	00:12:05	01:15:50	00:02:09	00:05:55	06:52:53	00:11:44	01:15:50	00:02:05


Records: 1 to 4 of 4


< 1

Highest Call Ans	39	AnnSimuyu
Highest Talk Time	01:32:50	AnnSimuyu
Highest Login Time	00:00:41	Arnold
Percentage of Answered Call	84.29 %	

Records: 1 to 1 of 1

Call Recording Report - Telephony










Server datetime: 7/25/2022, 6:32:54 PM
Admin(User Group:) System Status Logout 

[Home](#) / View Recordings


Start Time
25-05-2022 00:00:00
End Time
25-07-2022 18:32:41
Phone

Select Campaign
BLENDEDZICTA
Agent
--Select--
Customer

SNo	QA	Agent Name	CallingDate	PrimaryNo	Campaign	Disposition	Recording
1	score <input type="button" value="ADD"/>	AWokuri	25-05-2022 09:17:03	40517771	BLENDEDZICTA	Connected	
2	score <input type="button" value="ADD"/>	Christine	25-05-2022 11:24:16	40517771	BLENDEDZICTA	Connected	
3	score <input type="button" value="ADD"/>	Christine	25-05-2022 11:26:08	40517771	BLENDEDZICTA	Connected	
4	score <input type="button" value="ADD"/>	Barbra	25-05-2022 12:58:09	40517771	BLENDEDZICTA	Disconnected	
5	score <input type="button" value="ADD"/>	BettyBick	04-06-2022 14:58:20	40517771	BLENDEDZICTA	Connected	

Quality Analysis - Report



Server datetime: 7/25/2022, 6:36:03
Admin(User Group:) System Status Login

Agent Report Inbound Report Manual Call Reports Search Graphical Report

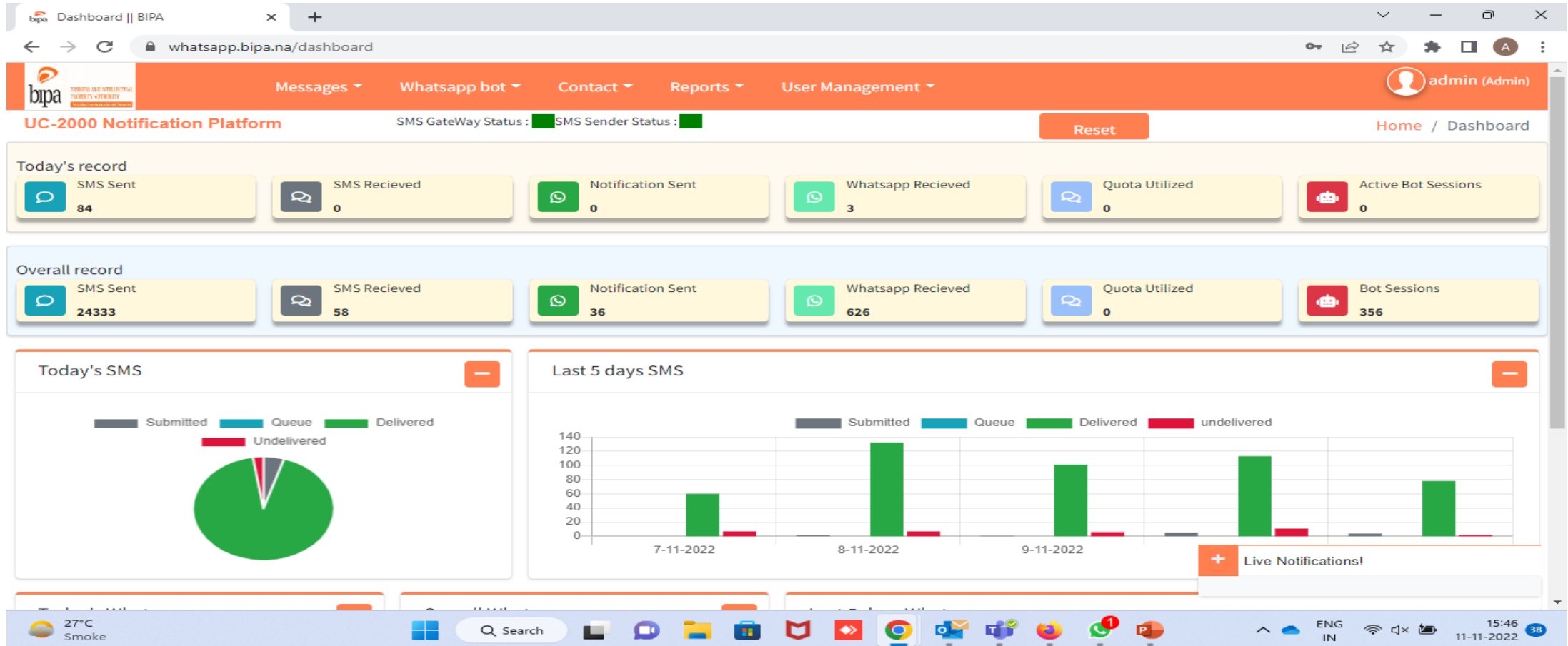
[Home](#) / Agent QA Score

Start Time 01-04-2022 00:00:00 End Time 2022-07-25 18:36:03 Agent --Select-- submit

Search...

S No	QA Score	Agent Name	Created Date
1	40	Arnold	2022-07-22 16:08:42
2	4	AnnSimuyu	2022-07-07 13:00:20
3	6	ClaireBey	2022-06-20 15:45:04
4	3	ClaireBey	2022-06-14 12:18:15
5	15	AnnSimuyu	2022-05-25 12:43:51
6	10	AnnSimuyu	2022-05-13 14:37:23
7	11	Christine	2022-05-10 16:20:21

WhatsApp & SMS Notification Dashboard



Benefits of UC2000

- 200% Increase in Reach-outs with Automation.
- 20% Increase in RPC over other automated solutions

Time to Market

Initial Experience

- **Zero Delay** in Confirmations – Fully integrated System CRM/Core Banking

- Reduce cost to Remind and Focus on Repeat Defaulters
- 200% Increase in Per Agent Collection

Collections / Renewals

Cost of Service

- **100% Recording** and PCI DSS compliance
- Track SLA proactively to **avoid penalties**

- Track Complaints as Cases and Measure SLA
- Identify Bottlenecks and improve time to deliver.

Time to Service

Overall Experience/ Competition

- **360 Degree** view of Customer across Social Media, Email, Voice etc
- **Differentiate** by priority / Repeat caller treatment

Feed back Survey for Customer Satisfaction and customer Experiences Enhancement

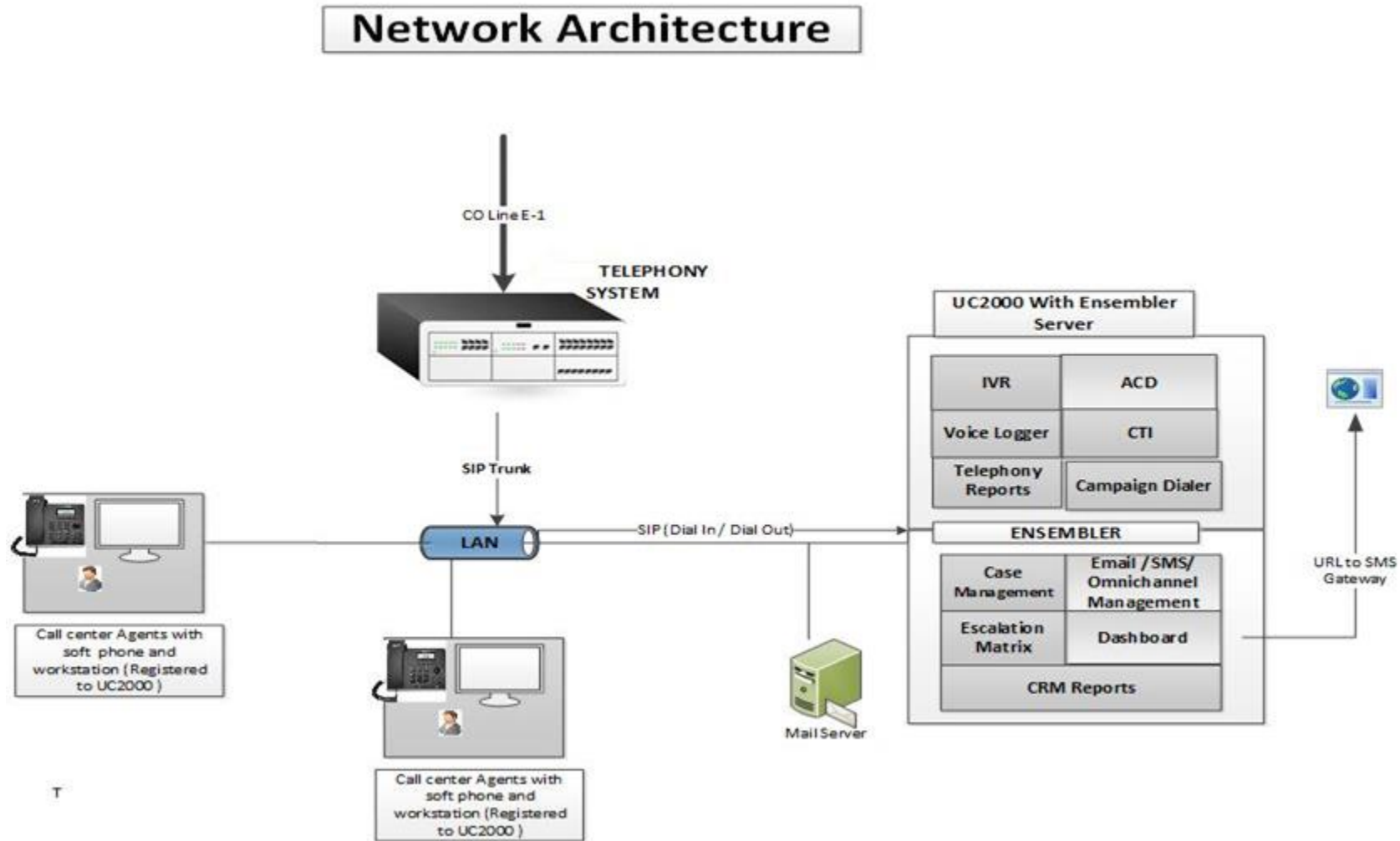
The feedback within the system can be configured to Enhance the customer experience to take feedbacks through

- IVRS	- Manual
- Email	- Web
- Chat	- Mobile
- Chat	- SMS
- Walk I n	








These feedbacks can be automated to enhance the customer Experience after every interaction or can be configured to trigger feedbacks after particular requests. The supervisor can change the quality/ survey forms and based on the business logic.

Standard Reports providing summaries of Customer Satisfaction results on a configurable basis are available

Network Architecture



MFI's Call Center / CRM References

Customer	Project	Scope	Logo
Insurance Regulatory Authority (IRA)	Supply Installation Testing and Commissioning of IP Telephony	1. Alcatel-Lucent Call server 2. Alcatel-Lucent Handsets 3. Call Center system	
Kenya Railways	Contract for supply, installation and Configuration of contact center Software	Contract for supply, installation and Configuration of contact center Software/licenses, structured cabling, Hardware and Software accessories	
Ministry of Agriculture and Animal Resources, Rwanda	Supply and Installation of Contact Center Solution	PABX System, CRM Application Voice Logger Solution SMS Gateway Solution	
Toyota Zambia Limited	CRM software	Call Center Voice Solutions	
Zambia Information and Communications Technology Authority	Contact Center Solution	Contact Center Solution with an Integrated Customer Relationship Management Solution	
Bank of Kigali	BK Contact Center System Upgrade	Call Center Solution Voice Logger / IVR Integration with CRM	
Lusaka Water Supply and Sanitation Company	Call Center Solution	CRM Application Call Center Application PABX System	

Customers

Banks



Stock Broking



Financial Lending



Government



National Institute of Open Schooling
(NIOS)



Airlines



Enterprises



TOYOTA



Thank You!

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