

## Reliance BPO

People | Process | Technology

*February 14, 2009*

- ❑ Launched services in 2002 as a BPO player with a Fortune 100 bank as our first international customer (providing support in English & Spanish)
- ❑ Installed capacity of 4200+ seats and India's largest single site Call Center facility with an expansion plan to upgrade the same to 15,000 seats
- ❑ Currently employ about 9000+ customer service representatives with a plan to increase the same to 30,000
- ❑ Provide multimedia and multilingual support on a 24x7 basis catering to the needs of Telecom, BFSI, Media & Entertainment and Utility verticals
- ❑ We support nearly 60 Million Customers handling > 600,000+ calls and 50,000+ transactions on a daily basis across more than 200 processes
- ❑ We handle >35 million bulk SMSes per day and >2.5 million IVR out calling per day
- ❑ Achieved Growth through Service Excellence and Quality

**Balanced growth covering infrastructure, resources, processes and quality...**

Telecom

BFSI

Media &  
Entertainment

Utilities

Get to know

Choose/ buy

Install/  
Activate

Use/ Learn

Get billed/  
Pay

Upgrade

Leave/ Win  
back

**ACQUISITION:**

- Tele marketing
- Product/ service info
- Lead generation
- Order booking
- Account creation

**CUSTOMER SERVICE:**

- Tariff plans/ new offers
- Billing/ Payment assistance
- Usage support
- Change requests
- Complaints management

**RETENTION/ WIN- BACK:**

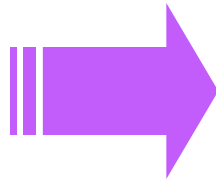
- Collection/ Dunning
- Up selling/ Cross selling
- Relationship management
- Win backs and promotions

**Focus on customer life cycle management for Telecom, BFSI, Media / Entertainment & Utility verticals...**

Horizontal Offerings	Telecom	BFSI	Utility	Media & Entertainment
Customer Service & Interaction	●	●	●	●
Helpdesk, Ticketing	●	●	●	
Customer Acquisition	●	●		
Customer Retention	●	●		
Accounts Receivables	●			
Transaction Processing	●	●	●	

- End – to – End Domain Expertise in the Telecom vertical
- Voice and Transaction processing capability in the BFSI vertical
- Comprehensive Support for Power Utility with DRP & Fast Ramp up capability
- New entrants in the Media and Entertainment vertical offering Voice & Email support

## Voice based



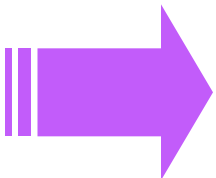
### VOICE- INBOUND

- Information/ Advisory services
- Request handling
- Complaint management
- Lead management
- Tele sales

### VOICE- OUTBOUND

- Pro- active customer care
- Welcome/ AV Calls
- Lead management
- Customer Satisfaction survey
- Special promotion campaigns

## Transaction processing



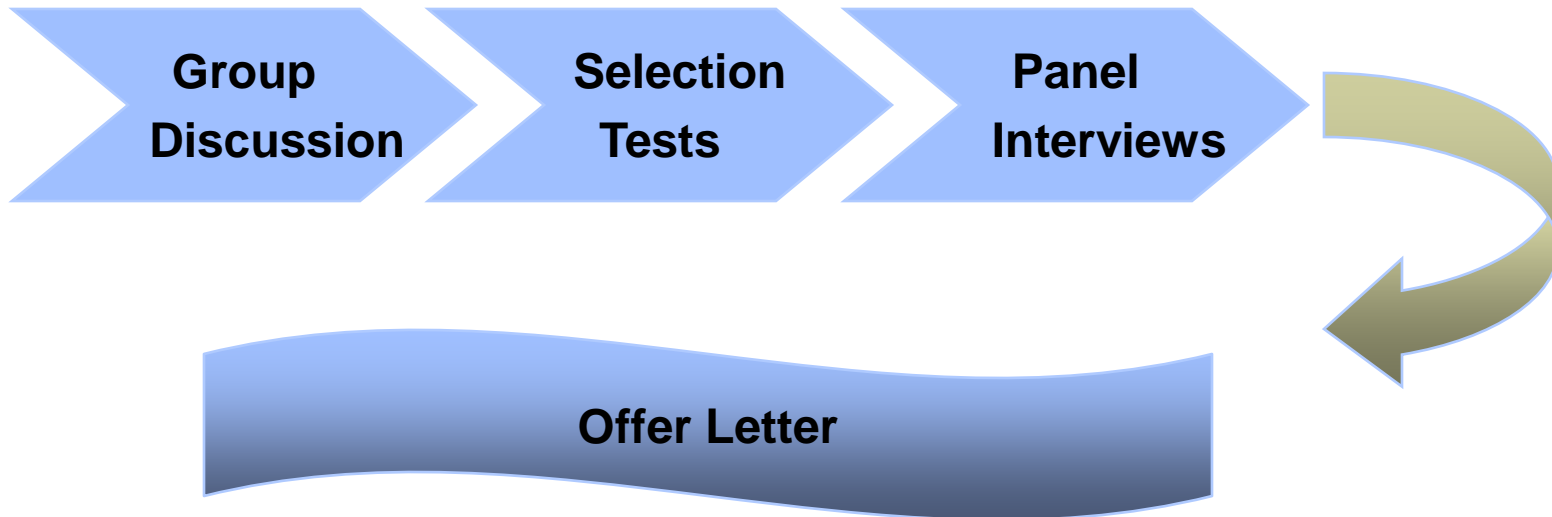
- Policy issuance
- Claims processing
- Form processing
- Waivers management
- Discrepancy resolution

- e-mail/ snail mail management
- SMS campaign management
- Web based customer support
- Escalation management
- Analytics support

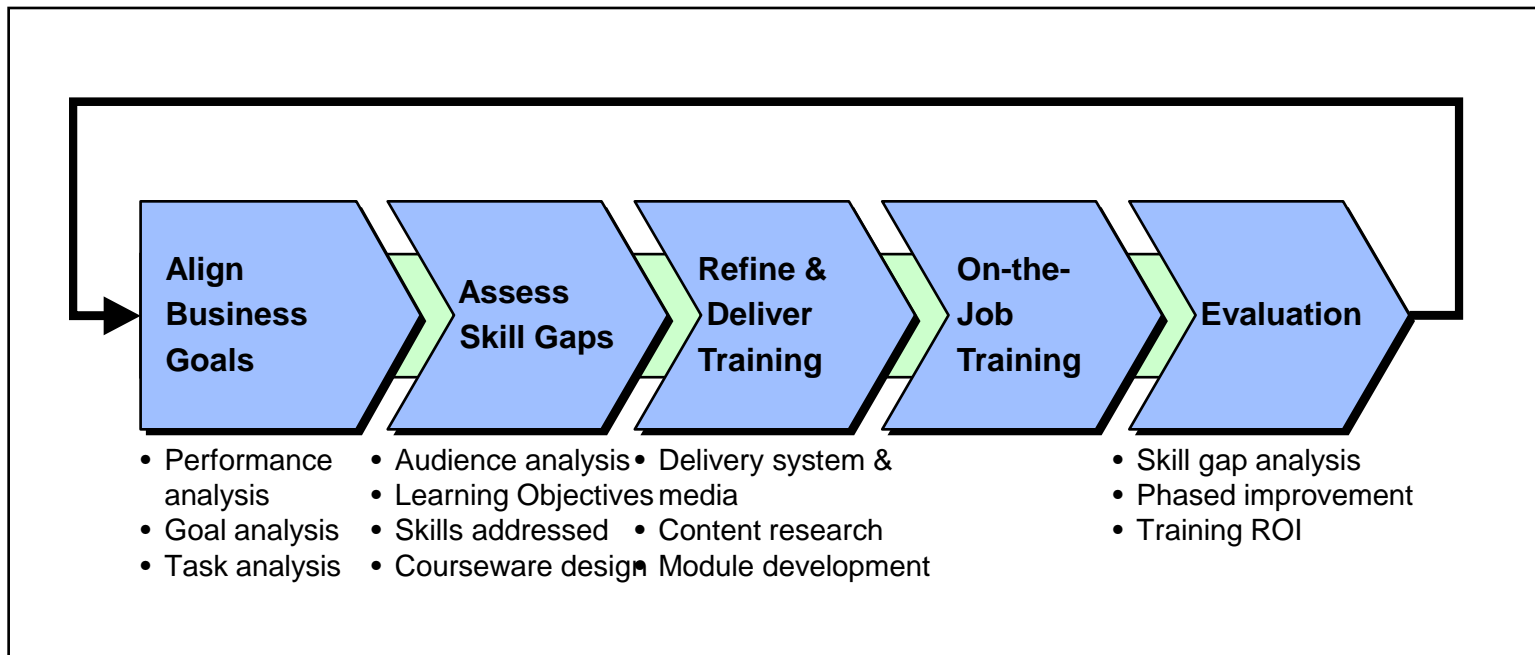
**Service portfolio includes both Voice as well as Transaction processing**

- ❑ The objective of the process is to ensure the right quality of selection
- ❑ A three tier hiring process is followed in order to select the right people for the positions of call centre agents
- ❑ For some of the processes, our clients are a part of the final screening of the agents

### **THREE TIER HIRING PROCESS**



- ❑ We recognize that our training must make employees smarter at their jobs, improve self-esteem, enhance loyalty to the company & increase the value of the entire company
- ❑ We use training materials developed internally using ASTD (American Society for Training & Development) standards



- ❑ For soft skills and system training, we use in house developed training modules, which enable the CSRs to understand and utilize the learning to service the customers effectively
- ❑ Ongoing training & peer-to-peer coaching is an integral part of our training methodology

- ❑ Well structured Quality organization to install Quality- as a way of life at RBPO
- ❑ This includes following key roles:
  - ✓ Head of Quality responsible for overall quality function
  - ✓ Quality managers for each of the key business buckets
  - ✓ Quality Management Executives
- ❑ Key quality initiatives deployed include:
  - ✓ Transaction monitoring
  - ✓ COPC initiative
  - ✓ Six Sigma initiative
  - ✓ BS7799 initiative for information security
- ❑ Key certifications received:
  - ✓ COPC certification
  - ✓ BS7799 certification

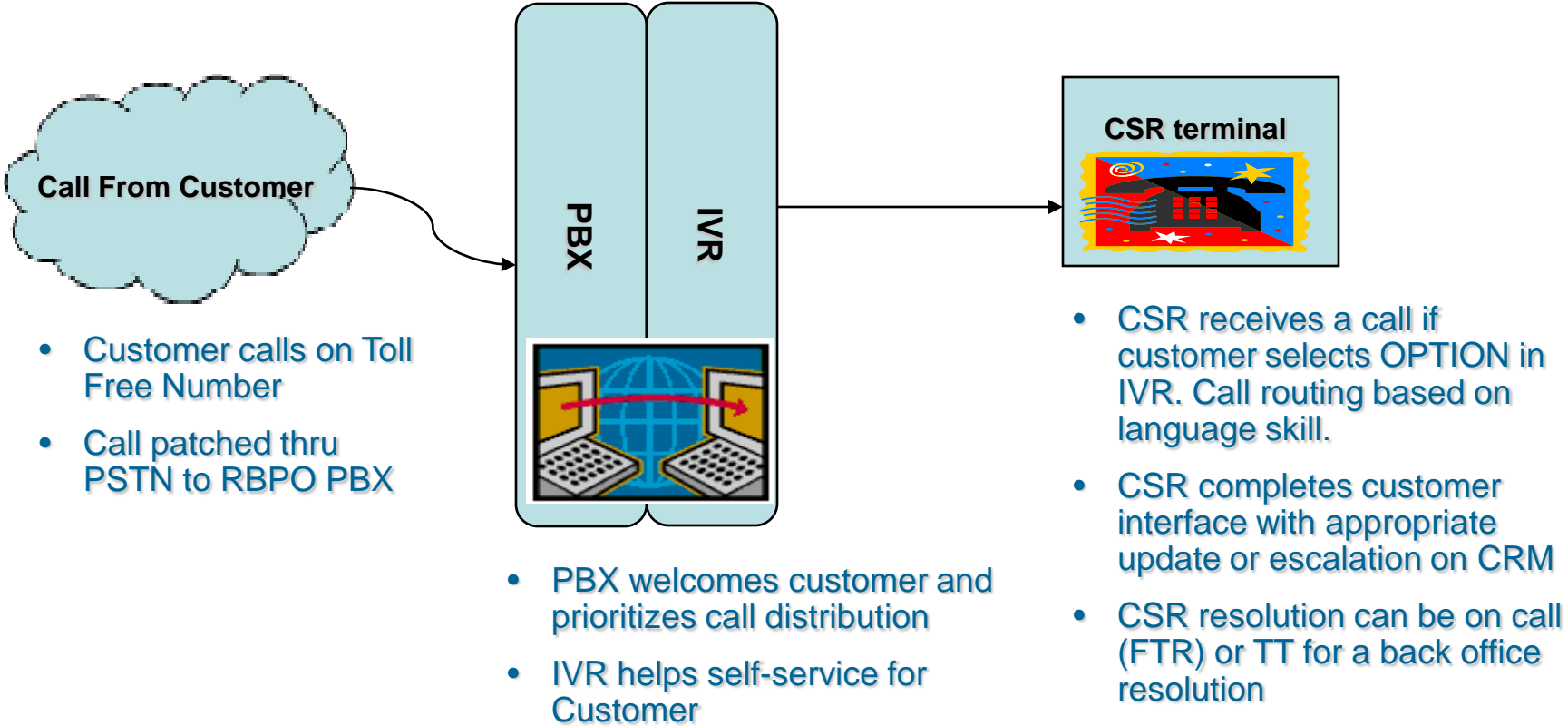
**Well defined accountability for Quality...**

**Our state of the art Technology includes:**

- ❑ 4 ACDs – 3 Avaya (S8700/ S8710 Communication Manager 2.X) with 5000+ Elite agents and 1 Nortel meridian 81C with symposium
- ❑ IVR- Avaya conversant 8 and Avaya interactive response 1560 channels
- ❑ Voice logger- NICE, Eyertel 1080 channels, scalable further
- ❑ Screen logger- NICE
- ❑ Reporting system – CMS
- ❑ Pink noise system for acoustic management (noise masking in ops area)
- ❑ CTI- Avaya interaction Center 5.6, Genesys 7.2
- ❑ Highly resilient and reliable data network designed on CISCO and Nortel technology
- ❑ Highly effective outbound facility with 3 predictive dialers from Aspect, Avaya and Genesys with a capacity 500+ seats
- ❑ Traffic Handling- 120,000 call completion per hour
- ❑ CRM - ClariFy, RCRM

**State of the art Technology with best of equipments and scalability...**

A schematic on inbound call flow



- ❑ Our facilities are situated in the same area as our main Network Operating Center(NOC) for entire Reliance Infocomm Services
- ❑ It enjoys all the support systems that is designed for the main network hub of Reliance Communications
- ❑ Security
  - ✓ Fully secured perimeter with intrusion detection
  - ✓ 24x7 manned security barriers
  - ✓ Access control - Smart cards - Automated doors
  - ✓ CCTV Surveillance in secured zone
  - ✓ State-of-the-art Emergency Control Room
- ❑ New employees go through relevant checks (drug tests, police verification, background checks etc.)



**Thank You!**