

Virgin Mobile India





Virgin Mobile India
Branded mobile services of
Tata Teleservices, Ltd.
www.virginmobile.in

Industry Telecommunications
Call Centers. 2 centers in Hyderabad and
Pune, India
Agents 350
Processed calls. . . . 62,000 outbound, 575,000 inbound
per month

Virgin Mobile India was launched in March 2008 as the first national mobile service focused on the 215 million Indians between the ages of 14 and 25. Virgin Mobile prepaid branded services are being offered by Tata Teleservices, one of India’s leading private telecom service providers.

In keeping with the Virgin Mobile brand philosophy of “Think Hatke” (Think Differently), the company is redefining India’s mobile services landscape with ten “firsts”, including paying customers for the in-coming minutes they receive, 100% color and FM-radio enabled handsets, reduced rates after the first two minutes of calls each day, password-locked SMS storage, and VCare, a personalized customer service program.

After six months, service offerings in the top 50 cities have demonstrated a robust growth. In the next three to four months, the service will be available in over 100 cities, with plans to expand to over 1000 cities, and the goal, within three years, to be the telecom services provider to 10% of the youth market.

Challenges

As a startup, Virgin Mobile needed to build an organization and infrastructure that could accommodate an aggressive growth strategy and the extensive VCare service that ranges from a personal welcome call to customers by champs (agents) who hold real conversations without scripts to champs who own a customer query or issue from end-to-end and are authorized to resolve it.

“Our key driver remains customer satisfaction. Our champs are trained to own the customer problem and resolve it,” said Rajib Chowdhury, General Manager Outsourcing and Customer Care.

“It’s a more informal way of actually engaging the champs. One of the things we’ve done is not give the champ a script, so there are no predefined responses that the champ deploys to actually speak to you. That is something which is done differently from what I’ve seen from most of the operators in India.”

The company’s focus on the youth market meant that the contact center would need to support SMS, Web, chat, and e-mail channels. Another business requirement was a self-service platform that allowed customers to top up their minutes, manage their account and perform other simple tasks without going to an agent. With the diversity of languages throughout India, real-time skills-based routing was necessary to get customers to agents who spoke their language.

When the company decided to use outsourced contact centers, instead of building an in-house center, it became even more important to choose a contact center software solution that provides centralized management and configuration, offers real-time and historical reporting capabilities and has an open architecture that would work with the existing equipment at the outsourced center.

Virgin Mobile was looking for a one-stop solution that could meet the extensive set of requirements and be implemented quickly.

“As we roll out new plans and products, the ease with which we can make call center changes with the Genesys solution will be a great advantage for us. It’s not only a key differentiator; it also helps us save money.”

Carl Ambrose
Chief Information Officer
Virgin Mobile India



Results

- Implemented the contact center solution in two months
- Multi-site architecture allows calls to be transferred to language-specific agents anywhere in the country
- Optimized agent productivity with automatic task prioritization and integration
- Centralized management simplifies configuration changes and results in significant savings
- Anticipated IVR termination rate above 60 per cent
- Platform that accommodated next-step multimedia and IP functionality



Solution

After a careful evaluation procedure, Virgin Mobile chose a Genesys solution to be implemented by Genesys Professional Services. One key reason for the selection of Genesys is its open architecture.

“Genesys delivers unsurpassed choice in media and depth & breadth of infrastructure connectivity. It could be integrated with TDM or IP switches or work without any switch integration. It could be directly integrated with a PRI or a data link through a media gateway,” said Carl Ambrose, Virgin Mobile Chief Information Officer. “Genesys provides end-to-end control of the interaction lifecycle across any media or activity, linking it to overall business processes.”

Implementation started in December 2007 and was complete in January 2008, the timeframe that Virgin had specified.

“It was one of the quickest implementations that I have seen. We were actually up and running in two months time,” said Rakesh Vachher, General Manager for Solution Delivery. “Yes, there were some issues, but the team overcame those issues professionally.”

He continued, “Process-wise it was the same as any implementation, but the resources knew what they were supposed to do and had a grip on the product. Given the timeframe we had, the team did a great job.”

Today, 350 champs working in three shifts in two contact centers provide VCare to Virgin Mobile’s hundreds of thousands of customers. The Genesys solution is being used in a TDM environment with Avaya ACD’s.

The Genesys Customer Interaction Management Platform manages all of the customer interaction processes. Initially, this was voice only, but soon will include Web and e-mail.

“It maximizes agent productivity with automatic prioritization and blending of traditional customer service interaction type – voice, e-mail chat – with other service-related activities such as training and off-line work item processing,” said Carl.

The Genesys Voice Platform provides the self-service features for adding time finding dealers and managing accounts, as well as the ability to request a call-back from customer service. Virgin Mobile is also looking at extending self-service capability to include value-added services (VAS) in the IVR.

Genesys also provides the CTI capability to pull customer information from the homegrown CRM application onto the agent desktop, so agents are equipped to offer personalized service while they are talking to the customer.

Genesys also solves Virgin Mobile’s challenge in dealing with a variety of languages.

“We have an issue with respect to having champs across the country speaking different languages. Having a multi-site architecture where you’re able to transfer traffic to an agent anywhere in the country became very important. We were able to do that because of the architecture we got through Genesys,” Carl said.



Solutions

- Genesys Customer Interaction Management Platform
- Genesys Inbound
- Genesys Outbound
- Genesys Voice Platform
- Genesys Professional Services



Results

With Genesys, Virgin Mobile believes it has a solution that works well for its current customer service and operational efficiency needs, and that will also support its future growth in terms of evolving functionality and a continually expanding number of customers.

Another anticipated result is a significant increase in the calls that are handled, or terminate, in the IVR without being routed to an agent.

“We’re still quite low in terms of termination in the IVR, but as we add scale and enhanced self-care capability to the IVR, we expect the termination to go up beyond 60%,” according to Carl.

Virgin Mobile is already planning to increase the functionality of its Genesys solution. Multi-channel capability will be added in the next few months, self-service enhancements are planned, and a transition from TDM to an IP environment is being explored.

“As we roll out new plans and products, the ease with which we can make changes with the Genesys solution will be a great advantage for us. It’s not only a key differentiator. It also helps us save money,” Carl concluded.

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world’s leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information visit: www.genesyslab.com, or call +1 888 GENESYS or 1-650-466-1100.

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