



A C Q U E O N™

**Don't just interact. Relate.**

The customer has a network of 950 branches and 3300 ATMs in India. It has its three Call Centers located at two sites – two at Mumbai and one at Hyderabad.

The Call Center at Mumbai has a seating capacity of 800 and a 600-seat capacity at Hyderabad.

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Acqueon's solutions helped the customer standardize its Call Center operations. Acqueon deployed RAP CTI to help improve its processes and enhance operating efficiency.

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The customer is India's second largest bank and has a network of about 950 branches and 3,300 ATMs in India. The bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management.

### THE POSER

The customer has a 600-seat Call Center at Hyderabad (India) and an 800-seat Call Center at Mumbai (India). The centers handle round-the-clock support.

The customer was looking to standardize its Call Centers by replacing its existing Conversant IVR with Periphonics IVR and Siebel CRM with RAP CTI and Finacle CRM to handle the complete Call Center solution.

### THE ANSWER

Acqueon Technologies proposed RAP CTI to achieve this objective.

RAP CTI is a set of ready to use productivity tools that helps Contact Centers make the most of their agent resources and enhance customer service.

RAP CTI supports multi site servicing of customer requests across all the three networked sites (two at Mumbai and one at Hyderabad)

The following functionalities were installed at the customer site:

- Screen pop
- Soft phone functionality
- User interfaces by Finacle
- Call and data synchronization between IVR and agent desktop
- Data transfer between Call Centers using Definity UUI

### Technical Snapshot

Definity G3 R9 PBX  
Periphonics IVR systems,  
MS-SQL 2000 database server  
CVCT Server  
RAP CTI server 3.0  
Finacle CRM server

### The Result

The agents are able to greet customers by their respective names as a result of which agents save time on validating and repeating information and also handle more number of calls. Call synchronization has helped agents to efficiently use information displayed on their agent desktops which is again received from the IVR.

### ABOUT ACQUEON

Acqueon Technologies Inc specializes in developing products and solutions for the Customer Interaction Management (CIM) industry.

These products and solutions use business logic to deliver a distinctive customer experience by enabling organizations to not just interact with their customers – but relate.

Acqueon products and solutions also offer a compelling Total Cost of Ownership (TCO), which is further enhanced by rapid deployment.

Acqueon products and solutions handle millions of transactions every day at multiple sites and are implemented across various verticals such as Banking, Insurance, Retail, Telecom, Healthcare, and Education among others, in over 17 countries.

For more information, visit [www.acqueon.com](http://www.acqueon.com).



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