



Customer Interactions Simplified »



Liberate yourself with **Simplified Interactions** from AMEYO

Simplifying Interactions

The fine line in retaining a customer or developing a critic, often boils down to the right customer service strategy. How businesses can delight their customers in every interaction? This is applicable to any business, whether it is a vegetable vendor or a hawker selling T-shirts or even contact centers. Every business revolves around customer interactions



requiring multiple communications across multiple channels. Managing the expectations, garnering efficiency, and minimizing the costs incurred are challenges each organization faces. Proper management of customer interactions can do wonders for building relationships with customers and spurt business growth.

Customer Interaction Management is a widely implemented model for managing a company's interactions with customers, clients, and prospects.

It involves, using technology to organize, automate, and synchronize business processes. The overall goals are customer acquisition/retention, repeat sales and requisitioning, also business process automation thereby reducing the costs of marketing and client service.

The need for a real-time, event-driven, multi-channel software for customer interaction management is what most businesses need for fuel. To propel your business forward, innovate and add value, AMEYO is the future of Information & Communications Technology (ICT) in one feature rich platform.

The architecture and core platform of AMEYO has been developed using latest technology concepts including Service Oriented Architecture as the backbone. AMEYO provides scope for innovation and intelligibly integrates with other enterprise applications through its extensible APIs, thus simplifying the entire customer interaction management for your business.

Customer
Speaks

"We chose Drishti due to their competence and the way they moved to have in-depth understanding of our specific business requirements. The speed of execution from their end was superb. We are glad to have chosen Drishti"

Anuragi Raman

Sr. Vice President (Business Process Excellence & IT) Motilal Oswal Securities Ltd.

AMEYO

Simplifying the delivery of quality to your customers, we bring to you a powerful IP-based contact center technology solution that innovates business for maximised benefits in your operational environment.

The latest technology is differentiated by its superior architecture which enables any new age businesses to constantly innovate around their processes. AMEYO is an all-in-one software based communication solution for managing interactions to improve customer experience, business efficiency and monitor productivity.

AMEYO Components

- IVR
- Predictive Dialer
- ACD with Intelligent Routing
- Voice Logger
- Quality Management
- CTI/CRM
- Historical Reporting (with Reportika)
- Nodeflow Designer
- Multi-Media support
- VAS (IVR & OBD)
- Realtime analytics (Stats Manager API, Wallboard/Dashboard)

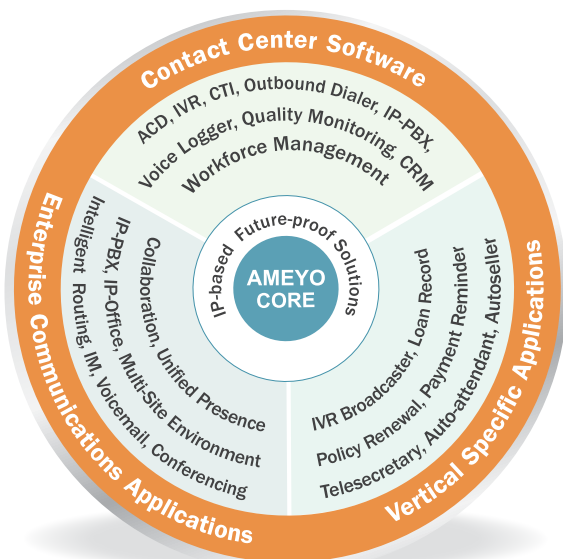


IVR

AMEYO's Interactive Voice Response (IVR) module allows handling of large call volumes, as well as creation of complex call flows. For self-service operations, AMEYO's IVR module provides Text-to-Speech (TTS) integration, Automatic Speech Recognition (ASR) integration, database integration, scripting capabilities, 100 percent blind recording (with compression and multimedia operations) and E-mail/SMS/Fax integration.

ACD

With unlimited capability to configure process specific components and define custom skills for agents, AMEYO's ACD solution is perfect for businesses having high call influx from multiple locations with a high ratio of customers looking for specific information. Multiple IVR systems distributed across geographies can interface with a central ACD unit to direct calls to appropriate customer care centers. The companies offering service support use our ACDs to validate callers, to make outgoing responses or calls, forward calls to the right party or allows the system to record messages. It can gather usage statistics, balance the use of phone lines, and provide many other services.



Dialer

The Predictive Dialer solution is an integral component of AMEYO that takes care of a host of productivity deterrents. It is a complete outbound solution that can be deployed as a stand-alone product, or as a part of AMEYO. Its comprehensive capabilities include voice recording, quality monitoring, reporting, CRM, multiple campaigns and lead management. The dialer is designed to increase your contact center productivity by completely automating the outbound dialing processes.



Voice Logger

Voice Logger improves customer service by enabling your support staff and supervisors to review actual telephone conversations with your customer, ensuring that you can address pending issues in a timely manner.

Voice logs are used to implement and analyze personnel performance reviews. It is used to train customer support staff to handle calls in difficult situations.

CTI/CRM

AMEYO CRM facilitates anticipation and responsiveness of the customer requirements in the right way. It provides unparalleled features for data collection and building better channels for communication. AMEYO CRM simplifies agent customer interaction and helps businesses increase productivity through reduction of operating costs, increase in cross selling, service customization and customer retention. With it, more than 80 percent of the operations are executable at most, with three clicks.

AMEYO CRM possesses an easy-to-navigate dialer interface that allows for efficient lead management, tracking and status updates. Computer Telephony Integration (CTI) allows for screen-pops with customer information available to the agent prior to call connection with the customer. AMEYO CRM lists all relevant fields to the agent so that the customer can be serviced in the fastest possible time span. The workbench also allows the agent to transfer the call to another party, put the caller on hold and dispose the call accordingly.

AMEYO PACE

AMEYO PACE (Pro Active Connect Enhancer) is an algorithm that adds brains to the predictive dialer. The operators can configure mapped customer behavior to the dialing algorithm using AMEYO PACE. Based on call history and other available data, customers are automatically segmented for further processing of queries as per the needs of the business process. AMEYO PACE provides for better lead selection and productivity under similar pacing modes. By establishing a more intelligent contact strategy based on customer profiling parameters, contact centers not just connect better to their customers but also achieve significant reduction in nuisance calls to important customers.

PPD

PPD (Parallel Predictive Dialing) is a step further by our R&D Labs to address the prevailing issues in outbound contact center environment. Defining the contact strategy by assigning appropriate agent-skills was limited to inbound processes until now. With PPD in action, contact centers can apply skill-based dialing for targeted outbound campaigns.

Carrying forward the legacy of innovative applications, AMEYO PACE and now PPD create a strong outbound focused technology portfolio for AMEYO. Defining the dialing mode and managing the various campaigns can become a pain for any outbound contact center. Simplifying the job, PPD consolidates diverse dialing campaigns (based on process requirements) while doing parallel prediction for each.

VQ Pass

This feature provides an opportunity to a contact centers to reduce their call abandons due to longer wait times for callers during peak calling hours. With VQ-Pass, the callers get an option of 'Passing' the queue and connecting directly to the agent after the expected wait time or requesting a callback at a convenient time. Since, the callers are presented with options to best utilize their time, the call center is successful in satisfying the customer with an intelligent service.



Multimedia Integration

With time, new devices such as FAX, computers, pagers, mobiles and PDAs have changed how we communicate. Email, SMS, and Chat are increasingly being used as the preferred means of communication. A robust communication solution ought to be flexible enough to seamlessly integrate with different media and offer multiple contact choice to its users

- SMS/ Chat/Email
- Web Callback
- Web-based Remote Access
- Email/Voicemail Configuration
- Multi-Site Environment Support
- Web based API

AMEYO empowers your representatives to handle all types of customer interactions across multiple communication channels. The resultant multimedia agents you create are able to reach the customers from various channels thereby increasing your points of contact. AMEYO supports Email, SMS, Chat, Web Callback integration to complete the portfolio of end-to-end interaction management.

ARCHITECTURE

AMEYO's architecture purpose - A future proof scalable solution which meets next-generation enterprise automation needs in the domain of CIM. Overwriting the multi-boxed approach of legacy contact center technology, AMEYO powers customer interactions for both contact centers and enterprises with intelligence, scalability and cost effectiveness.



Intelligent

- SDK for application development and not only IVR or call flow customizations
- Advanced real-time analytics in dashboards or wallboards
- Multi-level privileged based calling / event handling capability
- Plugin based algorithms and implementations
- MDA generated APIs and interfaces
- Cradle-to-grave reports

Future Ready

- Based on SOA, its technology can keep on upgrading as per future trends and advancements
- Highly scalable (distributed architecture)
- Setup flexibility (centralized, distributed or hybrid setups) as per growing business needs

Reliable

- Auto-failover support
- Load-balancing with N+1 as well as N+N components, both kinds of deployment are in one setup
- Application robustness guaranteed by AMEYO labs with automated test beds
- Detailed benchmarking of individual components before general availability
- Remote NOC and automated maintenance on-demand

Cost Effective

- No proprietary hardware, utilizes industry standard server machines
- Low Total Cost of Ownership (TCO)
- Gives choice to use proven open-source components including OS and DB
- Open standards and APIs
- Detailed component wise flexible pricing
- Development tools enable changes at fraction of prices than conventional methods
- Ease of use, maintenance and implementation is quick and simple

Service Oriented Architecture

The AMEYO platform leverages the SOA paradigm to build composite applications that draw its strengths from multiple sources both within and beyond the enterprise. AMEYO's adherence to SOA enables

Focused Multi-layered Development: The application design has been divided across multiple layers viz, core services layer, framework services layer, and application layer. The segmentation enables each component to be developed and tested independently by a team of developers specializing in the particular domain.

Application Composition: Business applications can be composed using pre-built components providing specific services. This results in better application customizability and configuration.

Application Integration: Clearly defined contracts of components help in easier integration of AMEYO components with third party tools like CRM solutions, Communication Media, and Enterprise Workflow Solution.



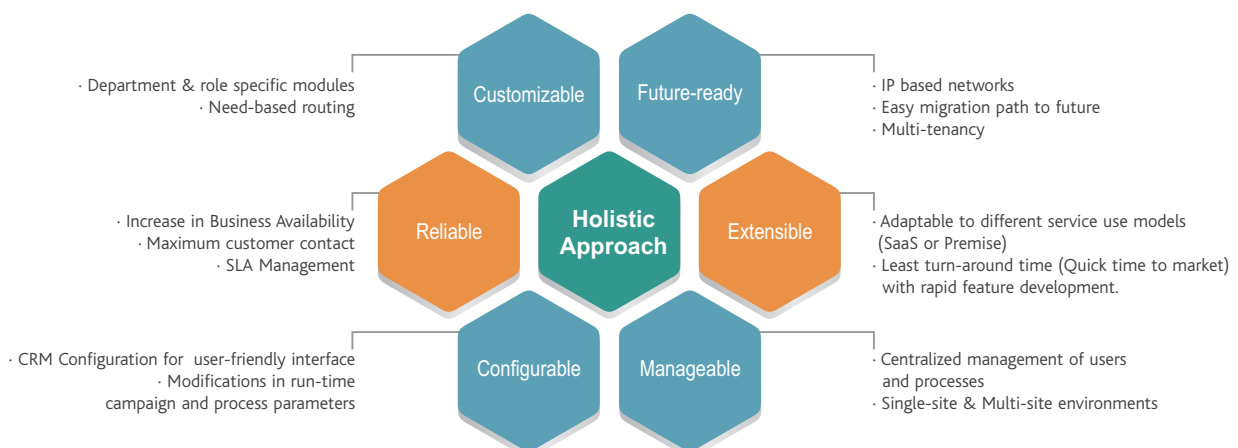
Plugin Oriented Development

AMEYO Development Platform inherits the benefits of industry accepted dynamic component framework, OSGi developed by the OSGi Alliance. OSGi technology is the dynamic module system for TM Java.

- Dynamic management of bundles at runtime including installation, activation, upgrade and uninstallation
- Bundle versioning and dependency management
- Concurrent deployment of multiple versions of bundles

Model Driven Architecture (MDA)

AMEYO platform supports MDA based application development. Its data and logic separation approach make it suitable for MDA development. Model documents from various applications like Rational Rose®, Eclipse EMF UML can be imported within the AMEYO development platform and used to generate AMEYO components. AMEYO predominantly offers integration protocols and Application Programming Interfaces (APIs) that operate over a wide area network.

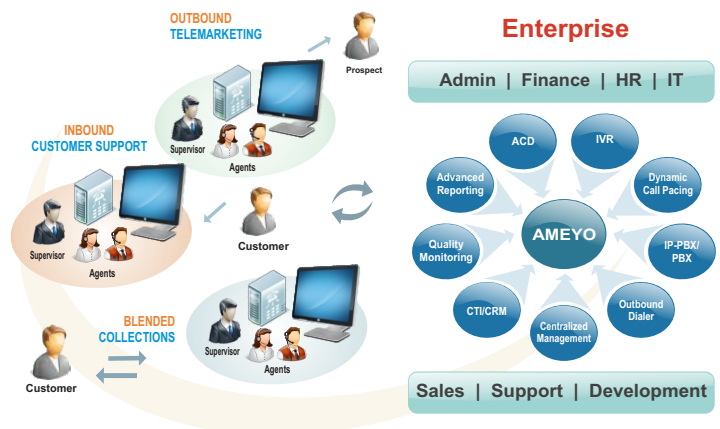


AMEYO Deployment

AMEYO deployment is independent of complications that arise when deploying in your unique business setup. It is quick, easy and simplified for small deployments and can also meet large deployments with equal ease. For multi-site setups or deployment with high availability the software adapts as per your business needs.

Our expert team with strong experience of over 1000 plus setups can do a vanilla deployment in about 3 days which includes time for testing and go-

live support. This default setup comprises of implementation of IVR, CRM connectors, report customizations, integrations with core APIs over standard APIs, integrations with telecom network, wallboard customizations and other customizations as per the entire scope of the project. In a multi-tenant setup, adding a tenant (customer setup) is extremely simplified, from GUI to an entire new contact center can be created within a very short span of time.



Integration and Implementation

Social media and multimedia vehicles are increasingly being used as the preferred means of communication by customers across the world. Armed with all the right capabilities that boost the productivity of organizations, AMEYO offers customized solution packaged with different key requirements. AMEYO is based on SOA and it has an endless product



life span as it can be customized for constant upgrades as per future trends and advancements of your specific industry.

The solution is built on proven open standards, and uses APIs for integration. AMEYO has an unparalleled set up flexibility, easily working on centralized, distributed or hybrid environments as per growing business needs. AMEYO integrates rapidly, upholding the quality parameters of your business ensuring optimal performance.

Benefits

- The solution is built on proven open standards, and uses API's for integration
- Complete support over all multimedia channels
- AMEYO has an unparalleled set up flexibility, easily working on centralized, distributed or hybrid environments
- AMEYO's web access APIs expose the customer management interface to any third party application
- It is integration-friendly and better equipped for application collaboration

AMEYO Care

AMEYO Care offers 24x7 support services to AMEYO's customers at unparalleled cost. AMEYO Care offers quick resolution of issues by offering multi-channel support via online query submission, chat, email or phone. Our ticketing system allows AMEYO customers to quickly raise an issue and monitor the progress of their query resulting in greater transparency and a personalized issue resolution. Queries that are issued are automatically escalated based on time and priority.



Our Esteemed Customers



Awards and Appreciation

- 🏆 Winner of **NASSCOM Innovation Awards** for Market Facing Innovation 2008
- 🏆 Awarded **Pioneers in IP Contact Center Technology** by TMCNet for the year 2012
- 🏆 Awarded **Best In Class Overall Category Winner for Best ACD/Switch, Best Outbound Solution and after Sales Support** by Contact Center World for the year 2008
- 🏆 Awarded **Best Contact Center Suite** by BPO News for the year 2007
- 🏆 Awarded **Deloitte Technology Fast 500 Asia Pacific** for the year 2008
- 🏆 **Red Herring Top 100** for the year 2008
- 🏆 **NASSCOM - EMERGE 50** for the year 2009
- 🏆 **IT & ITES Business of the Year** at Small Business Awards 2010
- 🏆 **Red Herring Asia 100 Tech Startup Winner** 2010
- 🏆 Awarded **Best Contact Center Technology Platform** at MECC 2011
- 🏆 **TMC Lab - Innovation Award** for the year 2012
- 🏆 **Stevie Bronze Award Winner** for the year 2012
- 🏆 **TMC Customer Product of the year Award** 2012



Customer Speaks

"After reviewing several providers, we chose Drishti because of their cutting-edge technology. A very good call center solution like Drishti yields high RoI and can be one of the performance drivers of call center operations. AMEYO is so user friendly that we can manage it without any IT personnel, and if we ever have issues, Drishti's highly responsive support is accessible immediately"

Medz Kapunan
Managing Director, Pacific Prime, Philippines



“ It’s time to simplify your customer interactions ”

Call us today...



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