

# Ionidea

## Clientele Profile

**Customer Name:** Ionidea

**Industry:** IT Consulting

**Location:** Bangalore

**Challenge:**

- Automation of inbound and outbound process
- Enable smooth service delivery to right customer at right time
- Enhance its customer reach out program
- Enhance its customer reach out program
- Streamlining business processes
- Management of Core deliveries

**Solution:**

- Multiple dialing configurations
- Integration with their pre installed CRM
- Automated Call Distribution
- Reporting
- Quality Monitoring

## Introduction

Ionidea is an Information Technology consulting organization, based out of Fairfax, VA. The company has development centers in Fairfax, VA; Bangalore, India; and Simferopol, Ukraine. The organization is assessed at SEI CMM Level 3 and is certified ISO 9001 - 2000. It offers a gamut of services.

## Core competencies

- Strategic IT Consulting
- Application Development
- Independent Verification and Validation
- Enterprise Solutions
- Cyber Security
- Information Technology
- Consulting
- Business Process Outsourcing

Ionidea leverages the right technologies, and their global expertise to provide ace business solutions to customers across industries. They work on the premise of enhancing customer satisfaction through providing reliable and innovative solutions that streamline business processes and enhance their competitive edge.

## Background

The BPO arm of the company was looking for top drawer technology to drive quality services for its esteemed customers and manage cost effectiveness. They deliver solutions to critical business problems through consulting and outsourcing to varied group of customers like:

- Large Multi-National Corporations
- Product Development
- Service Companies
- Government Customers

“ Being a key player in the domain of outsourcing, reaching out to customers forms a crucial part of our business process. Our existing application was unable to perform in the high-demanding environment of international Customer handling. We needed a solution that could automate the entire inbound/outbound process and enable smooth Service Delivery. ”

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**Anurag Vishwakarma**  
Director-lonIdea

lonIdea recognises the unique need of each customers and meticulously deliver the tailored services. Being the key player in the domain of customer interaction, lonIdea needed to enhance its customer reach-out program.

### The Business Challenge

lonIdea’s goal was to achieve, streamlining business processes and providing competitive edge as its core deliveries. Managing its surfeit of customers demanded a competent customer interaction technology in order to come out with quality service and maximum customer satisfaction.

#### Business requirement

- Automation of inbound and outbound process
- Solution to match their high level of expertise and quality requirements
- Enable smooth service delivery to right customer at right time
- Enhance its customer reach out program

### Solutions & Benefits

In addition to connecting lonIdea’s agents to the right customers at the right time, the expert team from Drishti provided the technology company a quick and easy management of information. The CRM integration was aptly accessed by the agents as they interacted with customers and thus this implementation benefitted lonIdea with an innovative and reliable solution that enhanced processes specific to their business needs. To recap the solutions and benefits of the solution:

- Multiple dialing configurations
- Integration with their pre installed CRM
- Automated Call Distribution
- Reporting
- Quality Monitoring
- Increased customer-connects
- Improved customer acquisition
- Enhanced customer service processes

### About Drishti

Drishti-Soft Solutions Pvt. Ltd. is a leading innovator of communications technologies for next-generation Enterprises, empowering them to dynamically manage their Business Processes. Their customers enjoy significant benefits in terms of increase in efficiency level, reduction in operational costs, flexibility to grow, consistent user experience and a demonstrable ROI. Drishti's multi-award winning innovative solutions are powering millions of customer interactions across the globe.