

# C-Zentrix – Partnering success of an Online retailer



## Online Retailer in UAE Powered by C-Zentrix

### About Client

*The client is an e-commerce online retail platform in UAE and is the region's leading e-commerce platform with its operations in UAE and Saudi Arabia.*

*Ecommerce is a growing market in GCC and it is pitched to be \$20B by 2020.*

### Executive Summary

C-Zentrix has powered the leading ecommerce retailer in UAE with a helpdesk solution which offers complete end to end automation to their customer interaction process. While the solution is highly reliable, it is also designed to scale up rapidly as per future business needs.

### Challenges

The client required a contact center solution to reduce the Average Handling Time (AHT) of the agents and to improve efficiency of the work force. The calls required to be routed to specific agents who are Subject Matter Experts. Also the status of the orders needs to be updated automatically for the customers. To ensure higher agent efficiency, a single user interface for contact center agents was required. The biggest challenge they wanted to overcome was to have a system which can scale quickly and provide High Availability (HA) with an uptime of 99.96%. Also they required a system which can easily integrate with any third party application being used by them.

## How C-Zentrix Helped

C-Zentrix provided a state of the art Enterprise Solution which is a highly scalable platform with High Availability and Redundancy providing an uptime of 99.96%.

C-Zentrix ensures 100% recording of all the inbound / outbound calls accessible over web from any location

Our advanced skill based routing routes the calls to the agent expertise in particular product, complain or query (refund, replace etc.) which helps customer query to be answered correctly and also improves the AHT of the call centre

A Multi-Layered architecture was implemented that provided a multi-level redundancy at Gateway level, ACD level (Automatic Call Distributor) and CMS (Central Management Server)

C-Zentrix records and maintains all logs including voice logs, IVR logs and other comprehensive call data reports for future references.

The application automation results in highly improved productivity and better resolution times.

Through this solution, administrators would be able to remotely access the system and manage the agents and call centre statistics using Real-time dashboard and historical reports

## Value Created for the Client

- ❖ Complete end to end automation of customer interaction process
- ❖ Highly Stable and Load Balanced system with facility to scale up rapidly
- ❖ The solution helped in saving costs by providing multiple capabilities in a single package
- ❖ Very low abandon ratio and maximum call connect rate
- ❖ Central Monitoring and Management
- ❖ 100 % call recording for Quality Control and Training
- ❖ Enterprise Solution for High Availability and Load Balancing. Guaranteeing an SLA of 99.96 %.

## About C-Zentrix

C-Zentrix is an Omnichannel customer experience platform company. It has received an honourable mention in the Gartner Magic Quadrant Contact Centre Infrastructure Worldwide Report consecutively for 2016 and 2017.

C-Zentrix's Single Box Solution is a unique one-box customer engagement solution in the world for over 180 concurrent agents.

C-Zentrix Enterprise Cluster with Multi Channel capability can handle over 5000 agents concurrently with High Availability & Load balancing. It is a unique product proposition which is offered by only couple of providers globally. C-Zentrix helps organizations across various industry verticals to set up and manage their customer contact centres, with the best-in-class solutions at competitive market prices coupled with high efficiencies in deployment and support.

C-Zentrix is currently present in India, Middle East and Asia Pacific with special focus on emerging markets and is proud of serving many top corporates, globally.

[www.c-zentrix.com](http://www.c-zentrix.com)

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