

CASE STUDY

Voice Message Delivery with Service Level Assurance

Value Added Voice Drop Services from DSNL

The client is a leading investment services company, offering advice on investments in mutual funds, stocks, corporate fixed deposits and other investment products.

Background

Timely advice on market trends needs to be offered to investors to help them make profitable decisions and to guide them against possible investment pitfalls. As markets continually change, updates have to be dispensed quickly to a large audience who would then be able to use the information to make appropriate buy/sell/hold choices.

Challenges faced

1. Reaching out to several thousands of investors within 15 minutes
2. New and different message needs to be sent several times a day
3. Delivery at a specified time
4. Customising messages for investors in different asset classes
5. Reports for further action
6. Managing changes to the list

Solution Offered

1. DSNL proposed Voice Drop Services that incorporate predefined service levels.
2. The customer was advised to send the pre-recorded voice message every day.
3. This was to be broadcast to over 7,000 recipients within 15 minutes of recording
4. DSNL scheduled delivery to end-users at the time specified by customer.
5. Delivery reports were sent to the customer within an hour of completion of calling.
6. Customer communicated changes to the list every evening, which were incorporated in the call of the following day

Result: Enhanced Customer Satisfaction

1. Instant communication to thousands of end-users achieved within 10 minutes
2. Quick and efficient delivery of the message, enabled by DSNL's Qmulus platform
3. Assured turn-around and response times from DSNL for a trouble-free service
4. Flexible options for list and message management to suit varying market conditions and customer preferences

Summary

Customer Challenge:

- Quick dissemination of information to over several thousand investors within 15 minutes

Solution Offered:

- Voice drop with assured delivery, maximum connectivity and quick completion cycle
- Efficient management of changes to the list and message

Result:

- Investors receive regular, timely advice, leading to customer satisfaction