



How Religare call center operations ensured Business Continuity during nationwide lockdown





THE PROBLEM

Nearly one-third of the global population is under COVID-19 lockdown. On March 24th, the government of India declared **21 days of complete lockdown** to prevent the spread of coronavirus. Large-scale quarantines and travel restrictions were a real challenge for businesses to continue their operations.

India's leading Health Insurance firm - **Religare** sensed the posing threat right in time. A major part of Religare's business relies on **call-center based communication**, which would have become operationally impossible due to the lockdown. To respond to this critical situation and **remain operationally afloat**, Religare and Mantra Labs joined forces to implement mobility in their call center and customer service space.



THE CORE BUSINESS CHALLENGE

Over 90% of Religare's business relies on the Lead Management System for qualifying, analyzing and nurturing leads. Religare's LMS (developed by Mantra Labs) integrates a number of third party systems that include –

- BI products helpdesk management system
- Accounting software, computer telephony (Dialer application)
- Ads management solution.

Dependency on on-premise call-centre for nurturing leads posed a crucial challenge for Religare during the lockdown.

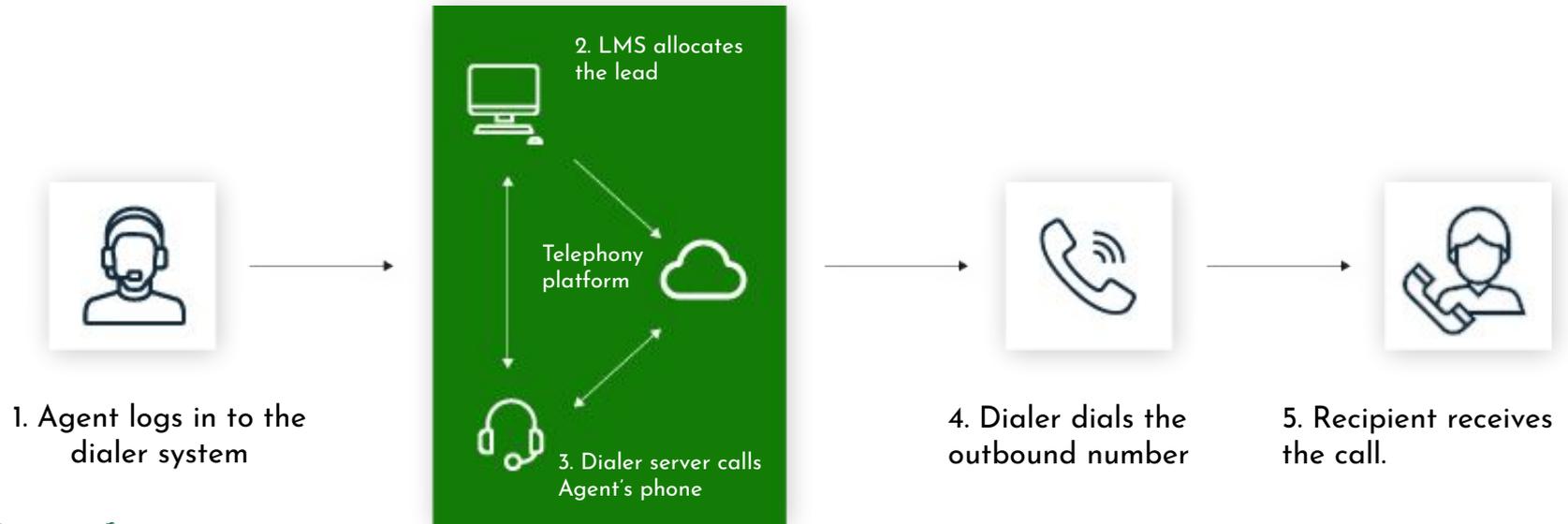
Since Insurance is an omnichannel business, managing leads is an intense operation and extensively **requires call-centers** to support communications.

The existing **Dialer application** was configured for telephone extension lines which required Telecallers to work on-premises.



THE PRE-PANDEMIC ON-PREMISE STATE

Religare LMS uses two 3rd party dialer services. The process consists of Soft (Manual) dialing which dynamically maps with the caller. Each caller had a telephone extension number, which was registered in the dialer.





MANTRA LABS SOLUTION

To ensure employee safety and comply with the lockdown norms, Religare decided to implement **mobility** at their call-center operations. It required integrating a virtual call center application (Dialer) in their LMS along with the updated workflow and features.

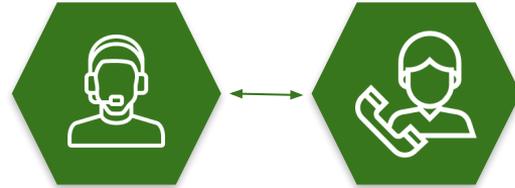
Virtual Telecalling System Configuration:



Callers are assigned individual **agent codes** mapped against their mobile numbers.

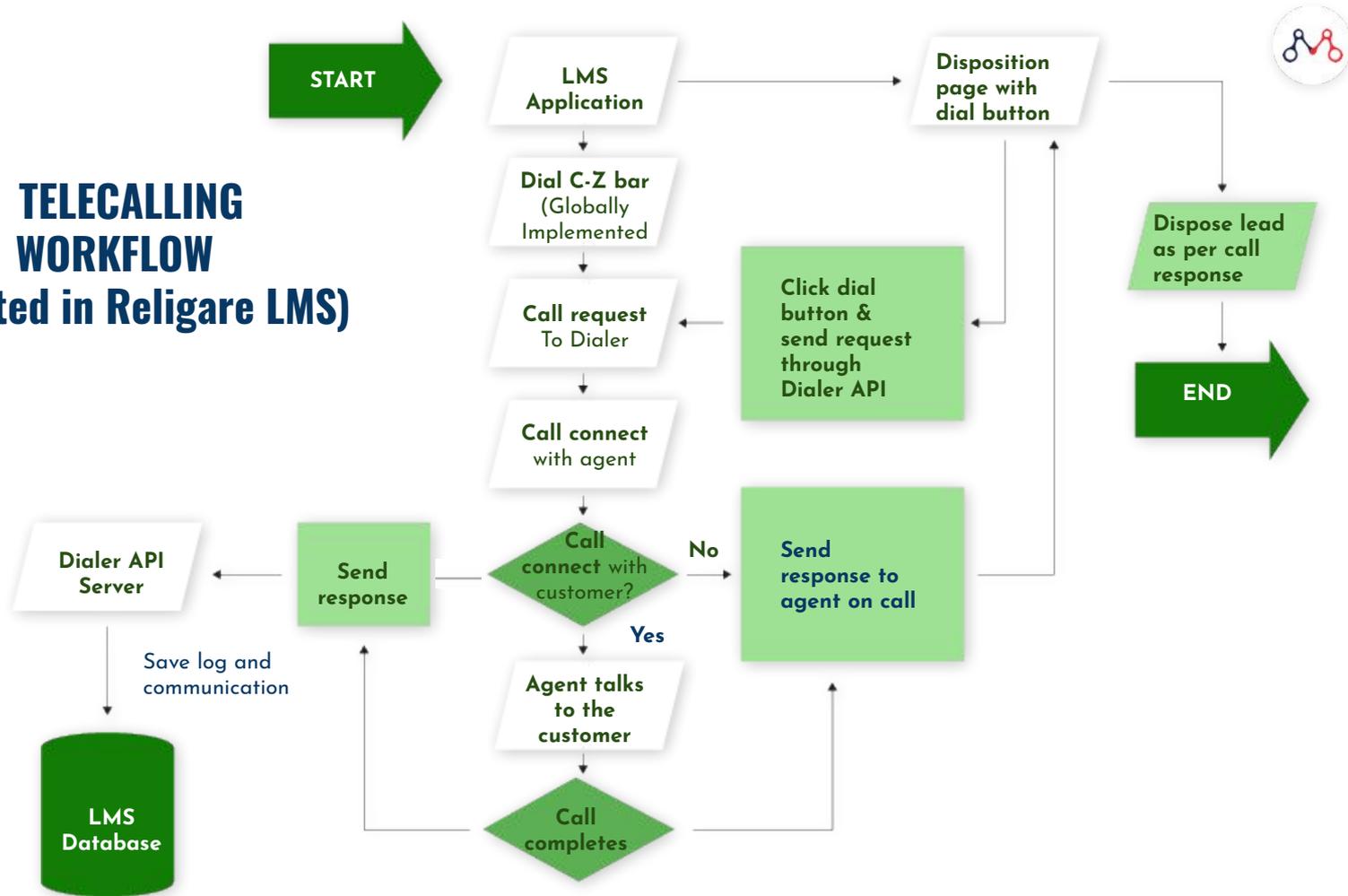


Dialer **dynamically registers** and maintains a separate list of Agents & Customers (Leads) contact information.



Caller connects with the customer through the Dialer API.

VIRTUAL TELECALLING SYSTEM WORKFLOW (Integrated in Religare LMS)





KEY FEATURES

The virtual telecalling system implemented by Mantra Labs incorporates the following features making customer service simpler and feasible from a remote location:

- ✓ **Responsive web application** - Callers can access the platform accessible on mobile, tablet and web. It efficiently handles both inbound and outbound telecalling.
- ✓ **Customer Journey Profiling** - Minimum dependency on team lead for product/customer information. Entire customer journey is recorded and information is made available at all user levels.
- ✓ **Security:** Only required caller IPs, service APIs and Dialer APIs are allowed for remote access to the platform.
- ✓ **Easy lead disposition** - A quick disposition box appears in a single click with the last status so that callers need not to enter the same steps again. Also, there is a facility for adding remarks.
- ✓ **Notification:** A screen-size notification to initiate calling, follow-up reminder and scheduled call.

TECHNOLOGY STACK



Apache 2.4 web
server



PHP 7.2 & Yii 1.1
Framework-based
web application



MySQL 5.6
Database



C-zentrix and
CUBE Call
Dialers



THE OUTCOME

As an immediate response to the nationwide lockdown & to keep the business operations up, Mantra successfully implemented the call center mobility solution in Religare LMS in a record 10 days' time.

Time-to-market

10 days

Operations

100% of operations preserved.

Dependencies

0% operational dependencies



ABOUT MANTRA LABS

- ◆ Domain Focused Products and Solutions for the Digital Insurer
- ◆ Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting



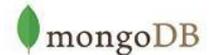
100+
PROJECTS

175+
GEEKS

03
OFFICES



Key Partnerships





Leading Clients





Thank You



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