Segment: BFSI – Online lending platform
Solution: SIP Trunk
Highlight: Increased daily call numbers with SIP

OVERVIEW

The customer is a Pune-based online lending platform that uses new-age credit scoring systems to facilitate more accurate customer profiling.

CHALLENGE

The customer was using Primary Rate Interface (PRI) lines for all their inbound and outbound callings. They required a solution that would help them reduce hardware costs and upgrade to cutting-edge technology, thereby ensuring that they could secure their investment for an extended period.

The customer was also looking for simple voice infrastructure, as well as better uptime and SLA.

SOLUTION

TTBS provided the customer with SIP (Session Initiation Protocol) Trunk connectivity with 100 channels, all of which were connected to a soft dialer. TTBS also provided G.711 codec for greater voice clarity.

At any point, the customer had the option of choosing Channel on Demand (CoD).

BUSINESS BENEFITS

- Cost savings on multiple PRI cards
- Better call connect and disconnect speed
- Greater number of calls per day
- Increased overall productivity

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