



# HDFC HOME LOAN

# UCBOX.io

Agami Tech's flagship product, UCBox.io is a Multi-channel Unified Contact Center platform, which enables businesses to collate all customer interactions within a single reliable and robust interface. Empower your agents to better engage with your customers and deliver exceptional Customer Experience.



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# INTRODUCTION

Housing Development Finance Corporation Limited (HDFC Ltd.) pioneered housing finance in India and has assisted more than 6.2 million Indians to own a home of their own.

Their extensive distribution network of 439 inter-connected offices (including 135 offices of HDFC Sales) caters to over 2,400 towns & cities across the country in our endeavour to serve the housing demand in India. They have 3 representative offices in Dubai, London and Singapore offering Home Loan products to Non-Resident Indians and Persons of Indian Origin.

HDFC has successfully emerged as the trusted ecosystem leader and has been voted the best managed financial services company with a proven track record of excellent corporate governance and value creation for its stakeholders.

## CASE STUDY

**CUSTOMER NAME:**  
HDFC HOME LOANS  
**INDUSTRY:** FINANCE  
SECTOR  
**HEADQUARTERS:**  
MUMBAI

### CLIENT REQUIREMENT:

- 600+ centrally managed Agent Terminals
- Dynamic and agile Contact Center Solution
- Unify all business-customer interactions
- Highly automated and agile system
- Deal with large incoming traffic volumes by strategically reducing Call waiting time
- Centralized reporting and monitoring

# BUSINESS CHALLENGES

The client faced obstacles with their semi-automated collection bucket processes and operations, involving more than 200 employees in 24 locations across India while using traditional telephony solutions.

## RESULTS DELIVERED

- Single PRI per location was provided
- More than 24 user locations
- Quick & responsive Unified Contact

One of the major issues revealed during our initial brand audit was that the client's unorganized Customer Management System with individual sites. This led to data duplicacy around various sites with repeated user efforts, ultimately affecting the entire Customer Experience.

- Center Solution and Dialing solution
- Centralized User Log-in, Administration, management, Supervision, reporting and monitoring.
- Improved Customer Engagement & Customer Management
- Increased Customer interest & satisfaction
- Greater user and Business productivity due to increased no. of interactions through a streamlined process

## SOLUTION PROVIDED

The client chose Agami-Tech's flagship product UCBOX.io, a Unified Contact Center Solution, based on its wide range of features, integration capabilities and its ease of automation. The UCBOX platform was seamlessly integrated with HDFC's Lead management system (LMS) and Oracle databases within the scope time.

A Centralized system was setup for administration, supervision, reporting and monitoring of more than 24 sites across India locations. Individual locations were facilitated with a media gateway to terminate PRI and perform calling operations.

Key Features & Functionalities delivered:

## ABOUT AGAMI-TECH

Headquartered in Mumbai, India, Agami-Tech is a multi-cultural Information Technology Solutions and Business Consulting Company.

We believe in building rock-solid relationships with our clients, to conceptualize and realize technology driven business transformation initiatives in the world of Unified Customer Interaction Management and Analytics.

Our vision is to become a world-class provider of consulting & information

- Outbound Dialing for Collections and HDFC Collection Bucket Management
- Unified customer information view for callers/executives which improves efficiency and improves customer experience while achieving reduced handle times
- Sending required documentation to customer via email through a single click on the UCBOX.io dashboard
- Automated customer Call Back management and same executive call back maintaining interaction consistency
- Multiple process based dialing modes
- Inbound call handling in case customers call back
- System redundancies set-up in major cities to ensure business continuity
- Automated event based critical alerts to IT staff and management
- HDFC Back office connectivity for escalated query handling and to provide faster responses

solution services focusing on and leveraging the synergies between three core areas of operations, telecommunications, Information Technologies and IP telephony.

We take pride in the fact that we have helped our clients achieve superior returns on their technology investments, which we have delivered through our best in class industry solutions, passion, the immense collective domain expertise of our people, and our global approach towards each project.

## “ CLIENT TESTIMONIAL ”

“Smart and advanced solution provided by Agami-Tech is unmatched. By providing excellent product and technical support service, they help in running our business with minimum downtime. Products and solutions are flexible, reliable and extremely user friendly. This a quick effective team that really cares for their client’s success”