The v-Act product

Background

Most traditional processes require intervention of human resources to ascertain checks and balances, correct information flow within the system, process management, man management and process quality.

With insertion of appropriate human resources at every level and step of the process, the costs of the operations go on increasing and we are left with a classic dilemma of "Make" or "Buy" to reduce costs.

Emergence of ICT as an automation enabling tool- focus on automation of information flow process

"Make" call requires addition of people to manage the increase in information flow within the system.

"Buy" call gives us 2 possible options

1. Either outsource the human resources (Business process outsourcing) required to manage the process.
2. Automate the process that would traditionally require human resource intervention.
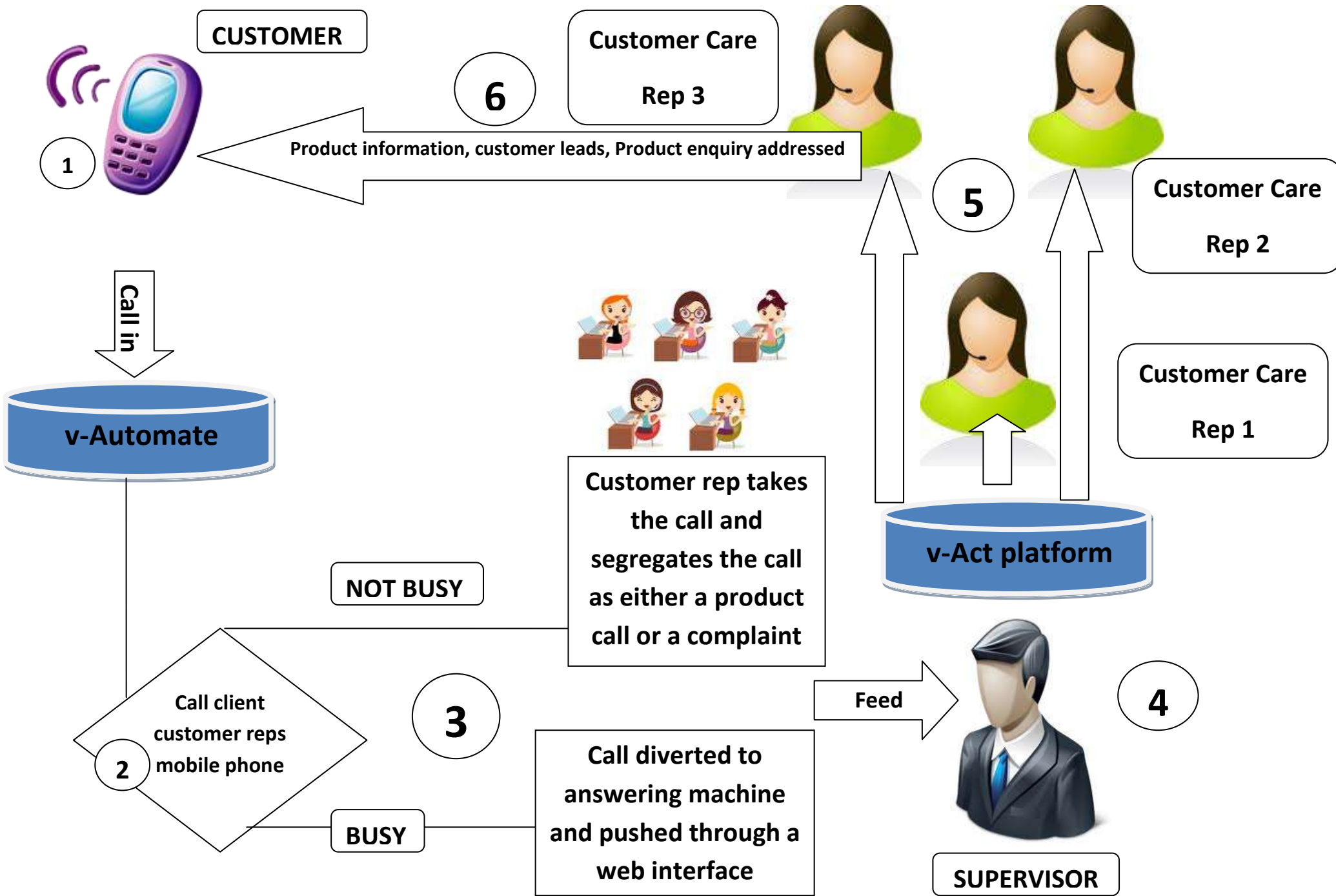
ICT has emerged as the innovation capable tool that is enabling the automation of processes that would otherwise traditionally require a human resource to be deployed in the process document.

"Call to action" processes, "ticketing" processes are some examples of automation targets using suitable ICT platforms or tools.

Typical resources deployed for a full fledged, information and action automation solution

- Technology development and deployment
- Technology management
- Technology support
- Telephone line

Depiction of the v-Act product process flow

CUSTOMER

1

Call in

Customer Care Rep 3

6

Product information, customer leads, Product enquiry addressed

5

Customer Care Rep 2

Customer Care Rep 1

v-Automate

NOT BUSY

Customer rep takes the call and segregates the call as either a product call or a complaint

v-Act platform

2 Call client customer reps mobile phone

3

BUSY

Call diverted to answering machine and pushed through a web interface

Feed

4

SUPERVISOR

v-Act offer for setting up a dedicated Help line or Help Desk

- Ready to deploy voice technology- can be bought "off the shelf"
- Web interface to aggregate customer calls and re-distribute to specific numbers/resources intelligently.
- 24X7 technology support.
- Customization if required by the client and covered in the scope.
- Technology training.
- Technology hosting.

The commercials

Cost head	Cost description	Cost implication
1	Technology installation and software management	75,000 (One time only)
2	Technology hosting charges**	On actual
3	Technology training charge	15,000 per module per resource + travel expenses on actual*
4	Technology support charges	FREE

*As per GramVaani policy

**Call in to system will be borne by client or the customer, Patching call ins to be charged to client on actual @ 3.00 per minute.

v-Act platform unique features

- Call center executives/customer care representatives/ Service engineers can be networked remotely, without a need for a physical office- they can operate remotely, from homes, or any location other than the company.
- Can be integrated with push SMS systems, SMS alerts, Call to action prompts and other v-Automate suite products, improving processes and systems and saving operations costs.
- Robust platform, multiple application tool- Works across multiple verticals

Large corporate	Small and medium enterprises	Social enterprises	Government

Multilateral