

# RELIGARE GROUP OF FINANCE COMPANIES BANKED ON MATRIX COMMUNICATION PLATFORM TO ENSURE CONTINUOUS TRADING AND BROKING ACTIVITIES

Case Study

<b>INDUSTRY</b>	<b>BFSI</b>
<b>CUSTOMER</b>	<b>RELIGARE ENTERPRISES LIMITED</b>
<b>LOCATION</b>	<b>INDIA</b>
<b>CHALLENGES</b>	<ul style="list-style-type: none"><li>• Have Seamless Communication at 350 Locations across India</li><li>• Bulk Messaging Functionality for SMS Marketing</li><li>• To Record Customers'/Agents' Calls</li><li>• Interrupted Trading Activities due to Limited Calling Channels</li></ul>
<b>SOLUTION</b>	<p><b>Head Offices: ETERNITY ME16SAC and ETERNITY GE12SAC</b> <b>Branch Offices: ETERNITY PE6SP</b></p> <ul style="list-style-type: none"><li>• Two Units of ETERNITY GE12SAC as SMS Gateway</li><li>• Integrated Third Party Loggers with Matrix IP-PBX</li><li>• PRI Trunks to Ensure Availability of Free Channels</li></ul>
<b>PARTNER</b>	Corporate Telesystems Pvt. Ltd.

## INTRODUCTION

Religare Enterprises Limited (REL) is the holding company for one of India's leading diversified financial services groups with presence across 1,450+ locations in PAN India. With almost 1,700 branch offices in India, REL offers a wide range of financial services to businesses small or big.

They wanted to align the workflow by establishing a robust communication link between the employees. Furthermore, REL was looking for a communication system that can manage daily heavy call traffic mainly done to support broking and trading activities.

## CHALLENGES

REL wanted to have a communication system that enhances their reach to end customers and eliminate possibilities of call drop. As per the TRAI regulations, any organization can send up to 100 text messages from a single SIM. This rule was hampering their promotional activities. Therefore, they needed

a solution that can support their SMS marketing activities. Furthermore, department heads wanted to record the calls to ensure quality and length of calls, at the same time keep a track of customer feedback.

## SOLUTION

Matrix, working along with its esteemed partner Corporate Telesystems Pvt. Ltd., understood REL's requirement and deployed **ETERNITY ME16SAC** and **ETERNITY GE12SAC** at the head offices and **ETERNITY PE6SP** at the branch offices.

- **Streamlined Communication at 350 Locations across India**

At few branches, Matrix Analog EPABX was already installed whereas some offices were devoid of any communication system. Matrix installed IP-PBX to suffice their need of switching to new age technology and streamlined communications.

- **SMS Gateway for Sending Text Messages in Bulk**

REL professionals used the SMS Gateway facility to send bulk messages without violating any TRAI

regulations. They sent messages in bulk to spread word about their services in the market and build a positive image with SMS Gateway license.

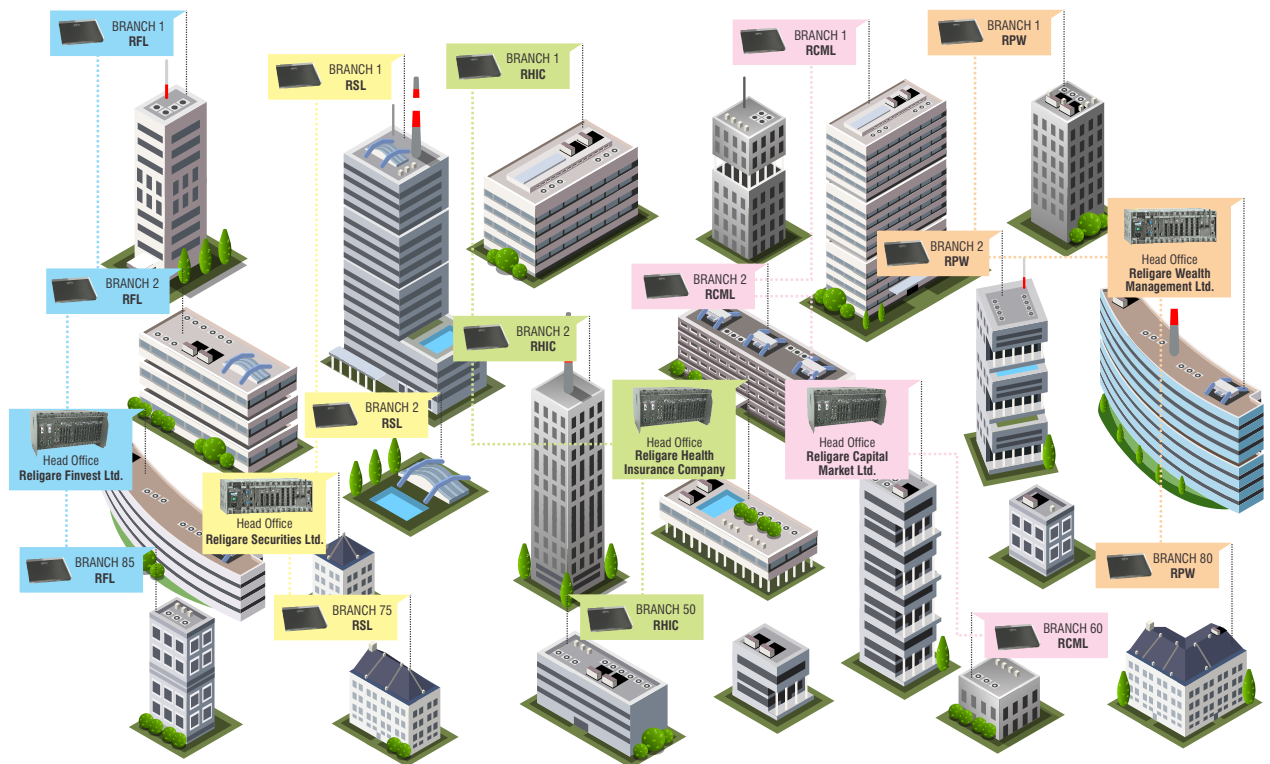
- **Integrated Third Party Loggers with Matrix IP-PBX**

Matrix Communication solutions are compatible with third party loggers. REL made use of this functionality and recorded daily calls to keep a track of call quality and customers' feedback.







- **Free Channels to Ensure Zero Interruption for the Trading Activities**

Initially, REL was unable to manage heavy call traffic, which was hampering the agents' calling activities. Eight PRI cards offering 240 channels in total were offered to help employees place calls and carry out their broking and trading activities smoothly.

## APPLICATION SCENARIO



### LEGEND

 Religare Finvest Ltd.	 Religare Capital Market Ltd.
 Connected Over IP	 Connected Over IP
 Religare Securities Ltd.	 Religare Wealth Management Ltd.
 Connected Over IP	 Connected Over IP
 Religare Health Insurance Company	
 Connected Over IP	



ETERNITY GE12S

ETERNITY ME16S

ETERNITY PE6SP

## RESULTS

- Smooth Trading and Broking Activities
- Reduction in Missed Calls
- Enhanced Productivity
- Smooth Monitoring of Call Statistics/Quality to Interpret the Outcomes

## ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

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