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M-Powering Aditya Birla Minacs *A Case Study December 2009*

Introduction

Aditya Birla Minacs is a global leader in providing customized business process outsourcing (BPO) solutions focused on five core areas of capability:

- Customer relationship management/contact centers
- Minacs Marketing Solutions
- Knowledge and process outsourcing
- Finance and Accounting outsourcing
- IT

The company has 28 years of experience and expertise in these areas to improve revenue, customer service, and operating margin for fortune 500 clients.

Business Scenario

As a trusted advisor, Minacs is well positioned for accelerated success in the global BPO industry, through its multinational footprint, its capabilities in multiple industry verticals, its culturally diverse and knowledgeable workforce, and its ability to deliver best-in-class solutions. Aditya Birla Minacs together, with its stakeholders, employees and clients on three continents, looks forward to many more dynamic years of serving their customers and engaging their employees.

Business Needs

Aditya Birla Minacs needed a speedy, cost effective and reliable mode of communication for the diffusion of information (regarding transportation) with their employees without any delay. The information would contain:

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com

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- Cab type
- Cab number
- Driver name
- Driver contact number

The SMS's being sent to all employees using cab facilities prior to their login time and is taken in view of safety and security of employees. This measure helps employees to be aware about the vehicle details & driver details before boarding the cab.

Solution

In order to ameliorate the communication process at Aditya Birla Minacs, ValueFirst proposed its best-in-class application, **ValueFirst VelocityPlus**.

ValueFirst VelocityPlus is a Windows based software application that empowers enterprises to send SMS's from a desktop/laptop computer to the mobile phones of their customer, stakeholders and prospects alike and receive incoming messages from mobile phone via Short code/Long code (For example: -56070/ 98XXXXXXXXX). It has been designed and developed, focusing automated messaging needs of enterprise users.

It facilitates updated status of sent/received messages. Besides, it provides multiple options to send messages with predefined conditions. Users can schedule the messages for a future date and time. It empowers users to apply business rules to send the targeted communication to target audience.

The **ValueFirst VelocityPlus** helped Aditya Birla Minacs in enabling an instant communication between company and its employees.

M-Powering Aditya Birla Minacs

SMS Enabled Processes:

- Confirmation about the vehicle details & driver details before boarding the cab were now sent to employees in a more secured and reliable mode using SMS. This measure is taken in view of safety and security of employees.
- Company is now enabled to send information alerts to all employees prior to their login time without any delay.
- Employees were now kept informed time to time regarding their vehicle and driver details by sending scheduled reminders.

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Benefits

- Enabled instant communication between company and its employees via SMS.
- Enabled safety and security of women employees and prior information about vehicles/drivers details before boarding the cab.
- Timely and cost efficient communication.
- Reduction in delivery time of information due to automation.
- Highly reliable as instant delivery reports are available providing the status of messages.

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

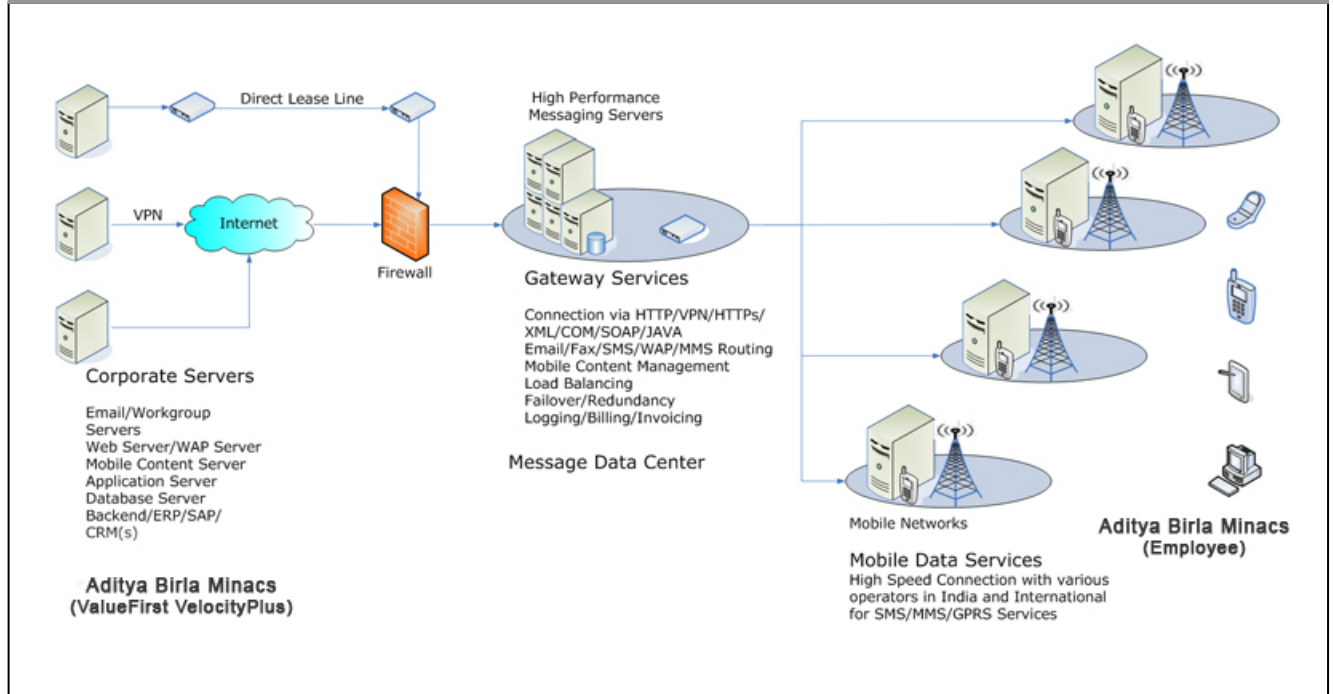
ValueFirst Messaging Pvt. Ltd.



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always value first

sms
56070

Service Architecture



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