



HCL Comnet taps the BPO market in Hyderabad

- Gains first mover advantage by offering world class 'contact center predictive customer service'

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HCL Comnet, India's leading IT Services Management Company, showcased the International Technology Best Practices for the BPO Operations, aimed to benefit all the segments of Captive Call Centers, Third Party Call Center, TDM based, IP based and Multi Media based contact centers.

The forum "***The Great BPO Boom, Are We Ready for IT***" was aimed at familiarizing the audience with technology solutions that enable superior customer care, enhanced employee productivity and lower cost of operations, for contact center industry. Attended by 75 current and prospective customers, the Seminar addressed the untapped latent potential in the city and the opportunities that need to be tapped by corporates. HCL Comnet's key customers in the space - BT, ICICI BANK, Lloyds TSP, Nirvana, GE, ebookers, HCL eserve, Daksh, HSBC, Manjushree infotech, Onida etc, also attended the Seminar.

According to Kiran Babu Cherukuri, Regional Head, HCL Comnet, "With the BPO boom hitting Hyderabad owing to reasons such as saturation in metros and NCR regions, distributed site environments and disaster recovery, service providers have to gear up to address back-end technology requirements. HCL Comnet understands this huge potential and is aptly equipped to help companies set up BPO operations through its manpower expertise, solutions, processes and procedures that are benchmarked against world standards."

HCL Comnet is working towards developing forward looking technologies and solution in the areas of predictive customer service, workforce optimization space, packet voice technologies, distributed contact centers, enterprise CTI, leading to a contact center optimization. The Company's Contact Center solutions encompass:

- Efrastructure Services for Legacy Contact Center & IP Contact Centers
- Computer Telephony Integration
- Managed Services & IT Outsourcing
- Interaction Recording
- Quality Management & Contact Center Analytics
- Contact Center Optimization Services
- Workforce Management & Optimization

The Seminar delved into Technology and operational issues, which will eventually deliver quality to the end customer and ensure customer delight. Some of the issues addressed included:

Security: re-inventing new paradigms: HCL Comnet's Security solutions have an insight into the security challenges faced by Call Centers with a discussion on the necessity of BS7799 processes.

Remote management - the next-gen SmartFM: There are advantages of remote IT infrastructure management, the processes involved in making it a beneficial proposition and HCL Comnet's pioneering folio of unique Visibility products as well as the NOC services formed a part of HCL Comnet's offerings.



Visibility: Insight into your Infrastructure and Operations :

'Money saved is money earned' they say, HCL Comnet introduced some unique ways to optimize bandwidth of the call center through reporting tools that drill down to application, department and user-wise usage patterns. Tools that will help a call center to effectively internalize the charge back depending upon the bandwidth utilization of various departments / customers.

Next Generation Customer Service Architecture

Addressed by Nortel, the session looked at trends and tools that promised to build a whole new breed of Next Gen Customer Service Architecture for the call centers. It gave an insight into building up a scaleable contact center and can handle bulk voice traffic , seeing the BPO boom and the growth of outsourcing industry.

From What to Why: Using Quality as the key differentiator provided a detailed 'behind the scenes' of the CEM (Customer Experience Management) solutions. Addressed by Witness-Eyretel, world leaders in providing contact center optimization solution by 100% voice recording and providing detailed customized reports to meet the KRA's of a call center , aims to illumine the contact center with the "WHY" factor related to performance issues as compared to the "WHAT" factor normally addressed by CRM.

Unified Solutions for effective Multimedia Contact Center : **Concerto** elaborated upon how Customer Interaction Management (CIM) solutions enable companies to effectively manage interactions with customers via voice, email, Web and fax.

Work force Management:

This was a webex session from US taken by **Blue Pumpkin** , which demonstrated the maximum returns from the most valued resource of an organization - it's employees

About HCL Comnet

A 100% subsidiary of HCL Technologies, HCL Comnet is India's leading IT Services Company. A focused player in the IT services arena, HCL Comnet seeks to provide simplified infrastructure solutions through delivering high-performance management services for complex, distributed infrastructure environments encompassing the Internet, Client and legacy based infrastructures.

HCL Comnet addresses the growing demand for the cost-effective management of technology infrastructure across geographically dispersed locations. With a mission to develop innovative solutions for enterprises worldwide, the company has developed a unique model for Remote IT infrastructure management that enables customer organizations to achieve superior infrastructure performance and significantly reduced costs.

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