

MATRIX PROVIDES RELIABLE COMMUNICATION BACKBONE TO INDIA INFOLINE (IIFL).

Simplifies Call Management. Reduces Telecom Cost.



Introduction

India Infoline is a renowned name in BFSI industry operating through large retail model, serving more than 2 million customers. In order to provide unique customer experience and sell financial services such as mutual funds, insurance and credits, India Infoline required a robust and reliable communication system to support high volume call traffic.



INDUSTRY	BFSI (Financial Services)
CUSTOMER	India Infoline (IIFL)
LOCATION	Delhi, India
CHALLENGES	<ul style="list-style-type: none"> • To have Simultaneous Calling of all the Employees • Easy Scalability for Future Expansion Plans • All Deliverable in a Single System
SOLUTION	<p>Matrix ETERNITY LE – The IP-PBX for Large Enterprises</p> <ul style="list-style-type: none"> • ETERNITY LE Scalable up to 1500 Ports • 50+ PRI Trunks for Outbound Calling of each Employee • System ready for Future Scalability Plans

Challenges

Mishandling communication can cost a BFSI company to misunderstand its client's needs and harm the Customer Relationship. Having large number of customers across varied locations and heavy call traffic, customer required a Communication System that can support such heavy call flow and simultaneous calling for each of their employee, thus reducing communication delay.

Solutions

Matrix along with its Delhi based channel partner - Corporate Tele Systems offered ETERNITY LE as a Communication Solution with PRI trunk support to IIFL's new four floored office accommodating 600+ employees. ETERNITY LE is a compact, single rack solution supporting up to 1500 ports and offers cutting-edge functionality eliminating the need of large power stations and multiple cabinets.

Simultaneous Calling for each employee in the office

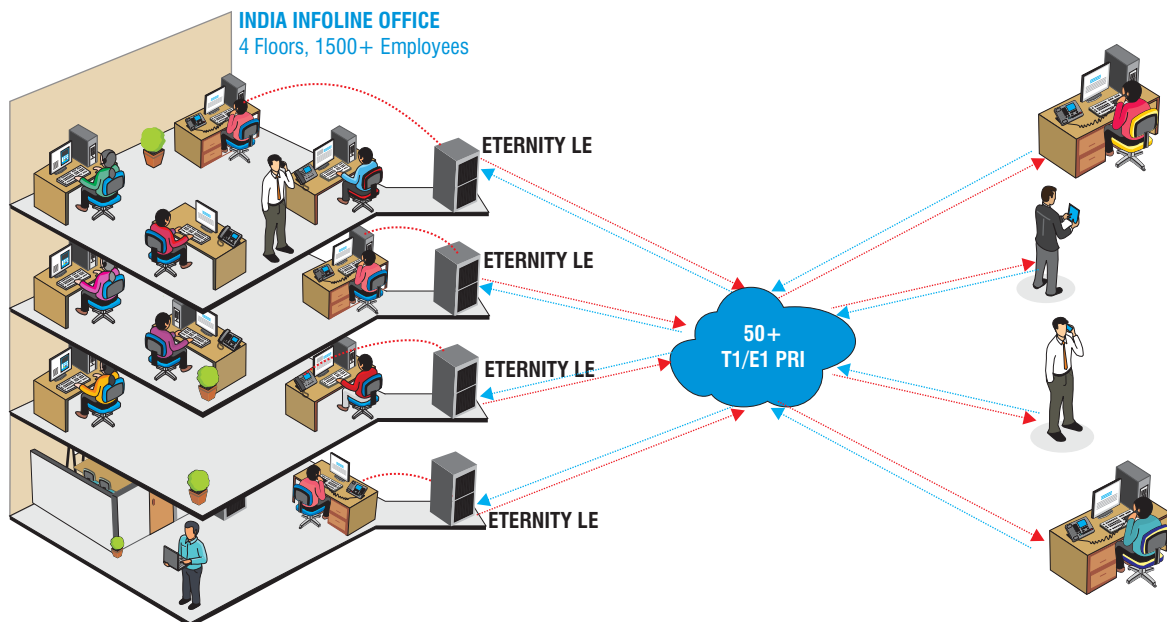
With the requirement of 50+ PRI trunk support, customer opted ETERNITY LE for each floor of the office for simultaneous outbound calling of the employees.

Support to future scalability plans

ETERNITY LE perfectly sufficed their present user requirement and still kept them open for future scalability plans, be it on trunk or user end.

Results

- Low terminating cost of PRI lines as compared to analog lines for each user
- Reduced call traffic as high as 40%
- Future-proof solution with scalability for further expansion plans



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 around 30% 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 and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. 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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