

Drishti-Soft Solutions

www.drishti-soft.com

Year of Incorporation: 2003

Category of Innovation: Business Process & Business Model



Company overview: Specialists in the field of communications technologies for contact centres and enterprises. Drishti-Soft provides end-to-end Customer Interaction Management solutions to organisations that have been powering communications across processes such as telemarketing and sales, customer support, directory services, collections, and financial advisories.

Innovation: Drishti has launched the DACX Ameyo in September 2008. Its flagship offering, the DACX Contact Centre Suite is targeted at Call Centres and SMBs. The solution can be deployed in any set up (SaaS, On Premise) irrespective of the underlying telephony network (TDM or VoIP). It has comprehensive capabilities relating to ACD, IVR, IP-PBX, Outbound Dialler, CTI, CRM, Quality Monitoring, basic workforce management and Reporting.

Impact of Innovation

Internal: Since the innovation has been created on an indigenously created Integrated Development Environment (IDE) and has helped cut back on development time for new applications and services, Drishti has managed to lower development and integration costs for its team.

External: The Drishti solution is enabling organisations to dynamically manage Business Processes, Interactions, Workforce and Service Levels on emerging Unified Communications (IP Telephony, Unified Messaging, Conferencing, Presence Management, and Application Collaboration) platforms. The company has delivered this complex technical solution to customers such as Motilal Oswal Securities, Bigtree and Novanet, among others. The innovation has enabled the company to increase the productivity of their processes while reducing operational costs considerably.



Awards and Recognitions: Drishti has bagged the following accolades for its solutions including the IP Contact Centre Technology Pioneer Award 2008; the Member's Choice Award 2008 (Best ACD/Switch, Best in Class Overall Category Winner); the Best Outbound Solution and Highly Recommended Best After Sales Support), BPONews Best Contact Centre Solution 2007, the Deloitte Fast 500, the Red Herring Top 200, among others.

Customer speak:

“We chose Drishti because of its cutting-edge technology. Drishti’s call centre solution yields high RoI and can become one of the performance drivers for call centre operations. DACX is so user-friendly that we can manage it without any IT personnel.”

Medz Kapunan, Managing Director, Pacific Prime, Philippines

