

“Talisma has been a trusted technology partner for us. It is user friendly and easy to adapt to changes in the environment”

Denis Rodrigues,  
Head- CHILDLINE Contact Centre



## Profile

In 1996, CHILDLINE India Foundation (CIF) launched CHILDLINE, the country's first toll-free tele-helpline for street children in distress. CIF is the nodal agency of the Union Ministry of Women and Child Development acting as the parent organization for setting up, managing and monitoring the CHILDLINE 1098 service all over the country.

CHILDLINE 1098 service is a 24-hour free emergency phone outreach service for children in need of care and protection. CIF undertakes replication of CHILDLINE, networking and facilitation, training, research and documentation, and communications and strategic Initiatives both at the national and international level.

## Scope

CIF was looking for a robust solution to empower its CHILDLINE Contact Centre (CCC) teams spread across India to effectively handle enormous volume of calls being received, thereby providing timely help to the children in need of care and protection by calling 1098. Prior to CCC collating information and drawing out reports to provide visibility to the management at the micro and macro level was time consuming.

Talisma Digital Engagement Platform (DEP) is being used currently by 300+, concurrent users at CCC, across India. CHILDLINE receives over 1 million calls on a monthly basis. The data entered in the Talisma system is used to draw out various reports. After considering various solutions, CIF zeroed in on Talisma Digital Engagement Platform as a perfect fit for its diverse needs.

CHILDLINE operates in 409 cities/districts in 35 States/UTs through its network of over 753 partner organizations across India. Talisma Digital Engagement Platform is being used by 300+, concurrent users, across 6 units in India. The solution caters over 1 million calls on a monthly basis.

## Evaluation parameters

Talisma Solution was evaluated by CIF against the best of the breed products on multiple parameters including, but not limited to, the following:

- Credibility of the organization
- Maturity of the product
- Richness of features and functionality
- Solution fitment to the existing and future business needs
- Flexibility and Scalability of the solution
- Ease of usage and maintenance
- Recommendation of their Technology Partner

## CIF chose Talisma Digital Engagement Platform because of these reasons:

- Talisma's extensive experience in implementing robust and scalable
- Solutions capability to enable organizations handle large volume of interactions across multiple-touch points
- Talisma solution offers better accountability and shorter deployment cycle
- Ability to seamlessly integrate across CIF's tech ecosystem comprising third party telephony infrastructure. Scalability and configurability of the solution to handle huge call volumes

## Most 'valuable' features as identified by CIF

- Ability to configure comprehensive forms to capture information depending on changing business requirements
- Sophisticated caller identification and notification screen pops
- Dedicate intuitive user interface for ease of handling calls
- Dynamic multilingual call scripts for consistent and accurate messaging
- Ease of usage leading to faster user adoption
- Workflow automation capabilities to streamline processes
- Analytical capabilities to collate timely, accurate information and reports for providing better visibility into daily operations and take necessary actions

## Talisma @ CIF

Talisma Digital Engagement Platform is being used by CIF's contact centre to document the large volume of inbound and outbound calls on the centralized help desk number. It is integrated with a third party telephony solution and offers agents with intelligent insight to identify the city, state,

telephony network service provider and other critical details of the caller based on just the caller Id. Agents are using multilingual issue specific dynamic calling scripts to converse and Talisma's call handling capabilities efficiently capture call notes, disposition codes and case details.

Talisma Digital Engagement Platform's reporting capabilities offer actionable insights and effectively manage various operations by keeping track the key performance indicators such as interaction volumes across different time spans, interaction status across regions, teams, service executives, call type and sub type counts.

35% decrease in AHT

25% increase in contact Centre productivity

30 % cost savings

## Business benefits

- Talisma Digital Engagement Platform is a robust and scalable platform that has empowered CCC, enabled better collaboration, monitoring and tracking of cases.
- Talisma Digital Engagement Platform's reporting capabilities have led to improved visibility of day to day operations for senior management and helped them focus on key issues for faster decision making
- Better monitoring, tracking and visibility to the Senior management
- Seamless collaboration across different teams for faster resolution improving the overall experience

## Awards/accolades received

- 'Hello Childline' bags Best House Journal (First Prize) at PRSI Annual National Awards 2015
- 'KOMAL' wins 62nd National Film Awards as Best Educational Film
- CIF awarded Public Relations Council of India (PRCI) Corporate Collateral Awards and Chanakya Awards 2015
- CIF bags 'Gold' at prestigious Association of Business Communicators of India (ABCI) Awards 2014; another milestone in our journey
- CIF wins prestigious PRSI National Awards 2014 for the second time!
- CIF bags the NCPEDP-Mphasis Universal Design Award 2014!
- 'Komal' wins FICCI (BAF) Awards, 2014

## The way ahead

CHILDLINE has been able to capture real time data and analyze calls and trends at micro and macro level. In addition to scripts are referred by CHILDLINE contact Officers, while they are on call in their respective regional languages, authorized persons can also hear the recording of the call through an URL stored in Talisma Digital Engagement Platform provided by the third party. Compatibility to integrate with other software makes it unique which generates CTI to identify the circle and state showing city name from where calls are received at the Contact Centre.

## About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of Customer Experience Solutions for a wide range of industries. Talisma Digital Engagement Platform enables organizations to deliver an exceptional customer experience on a global scale across engagement channels and interactions. Our solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, portal, social media, instant messaging and Web self-service with a robust and mature Web services platform, comprehensive analytics, and an intelligent CRM solution. Talisma serves a variety of industries through its vertical solutions, including financial services, travel and leisure, government, retail, business process outsourcing (BPO), and manufacturing.

Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level customer experience transformation initiatives.

For more information, visit [www.talisma.com](http://www.talisma.com)

**TALISMA**<sup>™</sup>

Talisma Corporation Pvt. Ltd.

Third Floor, Olympia/Building-01, Bagmane Tech Park, C V Raman Nagar, Byrasandra, Bangalore - 560 093, India.

Tel: +91 80 4339 8444, Email: [info@talisma.com](mailto:info@talisma.com)

### **United Kingdom**

Third Floor, 5 Lloyds Avenue, London, England, EC3N 3AE, United Kingdom

Tel: +44 (0) 0207 977 1272, Email: [uksales@talisma.com](mailto:uksales@talisma.com)