



About ICICI

ICICI Bank is an Indian multinational bank and financial services company headquartered in Mumbai. It is the second largest bank in India. The bank has subsidiaries in the United Kingdom, Russia, and Canada; branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre; and representative offices in United Arab Emirates, China, South Africa,

Bangladesh, Thailand, Malaysia and Indonesia.

ICICI is using Genesys Contact Centre Solution in their central Customer Care Center in Mumbai and Hyderabad.



Solution Required

The requirement was to have a cost effective third Party SIP IP Phone solution which could support features of Genesys in their entire contact centre. Since they had a requirement for more than 2500 IP phones ICICI wanted some reputed company to understand and fulfil their needs, Extended Back up support for long, specifications of Phones should match as per their internal requirement so Company should be flexible to tweak the software as per the needs of their Contact Centre agents.

Cohesive increase in customer satisfaction level and the repeat business growth directly points towards the customer delight which is a Prime focus of every Cohesian.

We are serving the world with New Technology by Converging Voice, Video, Data and Mobility on one Platform.



Competition

We had stiff competition against Alcatel as Genesys was originally an Alcatel Product and to our Bad luck Grandstream was not an approved Brand on Genesys internal IOT Document.

Challenge

Cohesive and Grandstream only got 2 days to get our IP Phone tested as per customize feature list given by ICICI where all other Companies were trying from many months and were actually not able to satisfy ICICI Completely.

Solution offered

Grandstream R&D and Cohesive support team not only were able to customize and get approved our Audio IP Phones in ICICI Bank in very short time span but also became lowest in Pricing which saved huge money to ICICI. Grandstream has been the only Company to fulfil their all feature requirement including “mute” functionality of IP Phone to be controlled by IP Phone when Headset is already hooked up, which no other competitor was able to accomplish.

We not only executed this deal but also got a repeat order for video Phones on same Platform for new and innovative concept of ICICI Bank which is on verge of launch in coming days.

About Cohesive Technologies

- Expertise in VOIP Solution – Provide state of art technology for voice and video network.
- Dealing with Best Brands
- Act as a consultant / System Integrator – Takes care of customer’s current as well as future need.
- Cost effective Solution – Solutions got well fitted in customer’s budget
- Reach in PAN India : Cohesive has offices at all Metros /Cosmopolitan cities and have partners across India, which gives confidence to Customer for support and installations

Product used:

