



*Founded in the year 2007, AbhiBus is a pioneer in the Bus Transport industry and provides technology solutions to more than 100 large private bus operators in India, 4 state transport corporations and 2 international operators. The end-to-end software solutions include e-ticketing systems, fleet management solutions, vehicle tracking systems, passenger information systems, logistics management backed by a 24x7 customer support centre*

**Business challenge** – Building a technology based solution for the bus industry, communications and 24 x 7 support was a key requirement for Abhibus.

- ✓ Their existing solution was an on-premise solution with limitations to accommodate additional load due to increasing number of agents and additional functionalities needed as per the dynamic needs of the business
  - The solution should ensure that no enquiries are missed and important calls are re-routed efficiently, to get a timely response
- ✓ The call center solution should be able to integrate seamlessly with any CRM chosen by Abhibus
- ✓ All reporting and monitoring dashboards should provide real time view of all centers. This was particularly relevant due to the distributed nature of the call center operations
- ✓ The solution had to be deployed in different environments – At Vertex BPO in Hyderabad and Bangalore and On cloud for the agents at the Abhibus office

### **Impact of using Ozonetel**

- ✓ Ozonetel's deployment has helped Abhibus setup a highly flexible and multi-campaign call center solution for over 100 agents based out of 3 locations – Bangalore, Hyderabad – Vertex BPO, Hyderabad Abhibus