

Bringing Order

Metrica Systems has found a new solution to manage a BPO company's complex internal processes

It all started several years ago when Ayappane.D, the man behind Metrica Systems, along with some others started thinking about building a performance system for optical and wireless networks. There were several products that were available but for Ayappane, there was complete absence of an SLA system for measuring the quality of services provided to enterprises. He strongly felt the need for such a product—to address the crucial issue of SLAs. Due to some constraint, he could not initiate the product development on those lines.

The Spark

It was during Ayappane's stint as a CTO at a leading BPO outfit, that he encountered problems to manage various internal and customer driven performance metrics in contact centers. It was at this point that the idea of a management solution which is custom made for contact centers was conceived. According to Ayappane D, the managing director of Metrica Systems, "Contact centers are very dynamic and too complex to manage and hence a robust end-to-end support system has become a must today."

After quitting the BPO outfit, Ayappane set up Metrica Systems in Bangalore and worked on product development with a small team of 12 people. The seed funding for the product development came from angel investors with various interests in the BPO industry. The company plans to go for external funding from strategic investors who specialize in the contact center space.

The Culmination

It was after some hard work that the company came up with an innovative product named CenterWorks OSS, which, in a very short span of time, has successfully carried out some pilots. Talking about the vision behind the solution and the company, Ayappane says, "Our vision is to provide a very affordable solution that can streamline various functional processes within the contact centers in order to improve their productivity. Our collective domain expertise helped us identify several critical pain areas in each of the functions such as Operations, HR & Training, Quality and Technology to put together a robust support system to address those pain areas effectively." The hard work of Metrica Systems paid off and it got short-listed under the 'Product Innovation Category' by Nasscom.

The Product

The main highlight of the solution is that it enables enterprise level management of contact center operations and has been architected in a way that all the product modules are integrated with the existing contact center infrastructure systems for unified reporting purposes. It includes unified reporting and integration of disparate systems such as ACD, Dialer, Voice Logger, WFM, MIS tools, e-mail support systems, real-time monitoring systems, ERP, Multiplexer, users generated spread sheets, flat files etc for extraction of performance data for reporting. The modules are designed to generate various customizable reports with drill down options.

The solution takes care of integration of various processes and metrics for transparent viewing and decision making by relevant managers across all internal departments. The process managers can set KPIs and threshold levels easily and can generate both historical and real time information reports. It also allows easy interpretation of dashboards for processes and provides a single repository of all the events in a contact center for further analysis. Setting access privileges for each user ensures information security. All this is based on a web-based system and even users with no specialized skills can use it. The graphical views of reports allow CXO level executives to look at the current situation and respond accordingly.

It helps handle key functions like recruitment, workforce management, quality and IT support and is easily accessible by various levels from Agent to CEO and even customers.

One of the major highlights of this solution is that it brings together all the major workflows that an HR team is typically involved in. The workflows include hiring, post hiring and the performance related activities.

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