

Bay Talkitec's contact center & IVR solutions deployed at LIC

*Millions of LIC policy holders across India can now access policy details and information
24X7X365*

BayTalkitec, a pioneer in the VAS (Value Added Services) space and a leading provider of CIM (Customer Interaction Management) solutions today announced that its next generation contact center and IVR (Interactive Voice Response) solutions has been successfully deployed at LIC (Life Insurance Corporation of India). The new solution will make life and information access easy and accurate, for millions of policyholders who require details of their policies and comprehensive information on various LIC policy offerings.

As part of the agreement, Bay Talkitec's unified call center solution has been installed at 14 LIC offices across India with the capability to not only handle voice calls but also, fax and e-mail in an integrated manner. As part of the contact center solution, Bay Talkitec has also deployed its' customized IVR (Interactive Voice Response) systems at 45 LIC offices across India.

According to Arunan D, Co-founder & Director, Bay Talkitec, "The solution at LIC is the first such call center architecture to be deployed in India and it provides an enhanced level of customer care to LIC's customers. We are delighted that LIC chose us amongst many solution providers available and we are also happy to be making information access easier for millions of LIC policy holders."