



ARKADIN CUSTOMER STORY

Using ArkadinAnytime revolutionizes conference call experience and improves customer satisfaction whilst delivering an ROI of up to 35%



- CUSTOMER**
ArisGlobal
- REGION**
India
- EMPLOYEES**
750
- BUSINESS SECTOR**
Information Technology
– software solutions development for life sciences

Life Sciences software developer uses Arkadin collaboration service to increase productivity through easy and effective communication with global customer base

arkadinevent
arkadinanytime

KEY ADVANTAGES

- **35% ROI** by reducing telco costs and travel
- **Increase in customer satisfaction** by increasing efficiency and effectiveness of employee interactions with customers
- **Professional, responsive operator service** available to customers, prospects and ArisGlobal users
- **Easy scheduling and online management** of audio conferences

It is important that we integrate cost-effective, reliable solutions to maintain effective communication with our customers and prospects. To complete this task, we rely on Arkadin audio conferencing services.

Mr Sridhar Kamath
GLOBAL IT MANAGER

OVERVIEW / CHALLENGES

ArisGlobal is a provider of integrated software solutions for pharma covigilance and safety, regulatory affairs, clinical research and medical information to the life sciences industry. More than 300 direct and indirect life sciences customers rely on the company's software, including 24 of the world's top 50 pharmaceutical companies.

Founded in 1987 the company has offices in the US, UK, France, Germany, Ireland, Japan and India.

It is critical for the ArisGlobal teams to be able to easily communicate with their worldwide customer base at anytime. When Mr Sridhar Kamath, Global IT Manager joined ArisGlobal at the end of 2009, he undertook an internal review of the incumbent conferencing service. He discovered that the contract was for a set number of minutes, irrespective of the actual usage, paid in advance on a monthly basis. It transpired that ArisGlobal was paying for far more than the actual minutes used.

The decision was made to look for a new conferencing service provider.



ARKADIN CUSTOMER STORY - ARIS GLOBAL

THE ARKADIN SOLUTION

A large proportion of ArisGlobal's audio conferences involve participants outside of India, so the costs can be very high. The Arkadin model with local country dial in numbers for international calls was particularly attractive to ArisGlobal. Plus, with high volumes of international customer calls, good voice quality was essential. ArisGlobal evaluated a number of vendors before selecting Arkadin. Mr Kamath explains, "The main criteria in the selection of a new conferencing service provider were price and the quality of services. I'm delighted that Arkadin was able to meet our requirements."

Arkadin managed the implementation of the service and its adoption by users.

"Thanks to the attentiveness of the Arkadin team, we were able to continue serving our customers via conferencing services seamlessly," describes Mr Kamath. "We got good support from the Arkadin team – be it training for our users or any other support requirements which become essential when a new vendor enters any large organisation."

ArisGlobal uses the Arkadin Anytime (Classic) audio conferencing service and has over 100 accounts. These can be used at any time, for ad hoc or scheduled meetings. The project teams can be based across several countries and they use the service to discuss specific projects. These internal calls typically involve 4 to 5 participants and usually last for more than one hour.

One of the key benefits of the Arkadin for ArisGlobal is the Live Assistance operator service which is available to all meeting attendees including ArisGlobal users and their prospects and customers. As Mr Abhijit Parkhe, Product Marketing Manager – Regulatory Affairs explains, "I am happy that our customers have the benefit of pressing *0 to connect directly to the local customer support team if they face any issues while they are in the call. This feature allows them to be provided with any assistance required and have their questions answered quickly in their native language."

The operator service is also used to help participants join the service. In some cases, the call moderator will use the service to dial out to additional participants while customers are in the call. As Mr. Parkhe explains, "Some customers using mobile devices have contracts that are limited to their local geography, so pressing *0 during the call, enables the Moderator to request a local Arkadin operator to dial those specific numbers on their behalf – this feature is extremely helpful."

The Arkadin service also includes many additional features which are fully utilized by the ArisGlobal team. One example is the online audio console, which enables the moderator to view and manage all connections to the call, either individually or together. They also use the Outlook toolbar to instantly send invitations to conferences, with full joining information, which are automatically added to calendars.

The ArisGlobal team also uses the Arkadin Audio Event service for larger scale conference calls, such as meetings for 70-80 prospects and customers. These are operator assisted calls and can be accessed from many countries across the world.

BUSINESS VALUE

Today, Arkadin services are utilized by ArisGlobal employees in their day-to-day work, clocking up over 52,000 minutes per month of conferencing time. The majority of usage is in the US, UK, India and Japan. Besides hosting external conferences with customers and prospects, the service is also used internally by employees across all divisions at all levels.

With a global customer base, Arkadin audio conferencing enables ArisGlobal to stay connected, irrespective of time difference; so they are able to meet strict project delivery timelines, thus making their business more efficient and cost effective. As Mr Kamath explains, "After appointing Arkadin as our prime audio conferencing vendor, we went from transition confusion to incredible clarity in no time at all. We look at it as a strategic tool to reduce our overall costs. This technology piece is part of our daily activities. Collaboration solutions provide a more engaging means to communicate effectively for our external and internal people, to feel that they are in direct touch with the organisation."

"Customer satisfaction is our ultimate goal. By using Arkadin's Anytime audio conferencing service, we need fewer processes, which eventually helped in increasing the efficiency of our employees; they are able to interact in a more effectively and timely manner. Of course it has also helped in saving travel costs with improved ROI."

Given travel costs and the price of a phone call from India to the USA and Europe, where a large number of customers are based, ArisGlobal believes to have seen an ROI of up to 35% since moving to Arkadin audio conferencing.

Mr Kamath concludes:

"With our operations in so many countries, it is important that we integrate cost-effective, reliable solutions to maintain effective communication with our customers and prospects. To complete this task, we rely on Arkadin Audio conferencing services. I would strongly recommend Arkadin services to others. In the future I hope we will be able to use Arkadin's web collaboration services too!"

ABOUT ARKADIN

Founded in 2001, Arkadin is one of the largest and fastest growing collaboration services providers in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of remote audio, web, and video conferencing and Unified Communications solutions. The services are delivered in the SaaS model for fast, scalable deployments and a high ROI. Its global network of 52 operating centers in 32 countries has dedicated local-language support teams to service its 37,000 customers. To find out more about Arkadin please visit www.arkadin.com

