



# ARKADIN CUSTOMER STORY



Using ArkadinAnytime to improve productivity and drive customer satisfaction whilst delivering an ROI of up to 20%

- CUSTOMER**  
Symphony Teleca
- REGION**  
India
- EMPLOYEES**  
4,500
- INDUSTRY**  
Information Technology & Software development



## Leading developer uses Arkadin to remove geographical barriers and stay connected with customers



### KEY BENEFITS

- 20% ROI by reducing telco costs and travel
- Improved customer services
- Increase in productivity by increasing efficiency of communication with customers

It has been a truly positive and professional experience using ArkadinAnytime to get connected with our customers and partners across the globe.

Mr. Praveen Pai, IT Director, Symphony Teleca



### OVERVIEW

Global organization Symphony Teleca provides a comprehensive set of development services across the entire product lifecycle, from ideation to complete product ownership. Clients include mobile device and solutions manufacturers and the connected, analytics driven enterprise.

The Bangalore HQ in India serves as an innovation hub for the company's development and delivery operations. It houses some of the most experienced global services teams in the industry. The key research & development teams provide outsourced software engineering services to clients worldwide, primarily developing commercial applications for software vendors. The teams are required to be in touch with customers and partners around the world, irrespective of time zone.

### ARKADIN COLLABORATION SOLUTIONS



arkadinanytime





## CHALLENGES

The business had undergone a large expansion following the merger of Symphony services with Teleca to form Symphony Teleca, resulting in an increased market and geographical presence. The fundamental challenge for Symphony Teleca was how to stay connected, at all times, with a customer base scattered across the globe. According to Mr. Praveen Pai, Symphony Teleca's Director of IT, "Our goal was to bring our family of customers together from Europe and USA - collapsing the geographical barriers between us in India. The nature of our business is one where our customers expect services and devices to interact well. We are required to be online and stay connected to customers, even after normal business hours."

A new audio conferencing provider was required to support Symphony Teleca's projects which require regular scheduled and ad-hoc development meetings with international customers. Although Symphony Teleca had a previously used audio conferencing services, there had been issues with the stability and therefore reliability of the service.

## THE ARKADIN SOLUTION

The key criteria used in the selection of Arkadin were quality of voice, overall user experience, stability of the conference bridge and competitive pricing. Mr. Pai explains his preference for Arkadin:

"Audio conferencing is a core offering for Arkadin, whereas for other providers, it's one of a very large portfolio of solutions. Arkadin's specialist expertise have been recognized by Frost & Sullivan, naming the company Audio Conferencing Service Provider of the Year for the last two years in India."

Arkadin service was successfully rolled out across Symphony Teleca's offices in India. According to Mr. Pai,

"The attentiveness of the Arkadin team enabled us to seamlessly continue serving our customers via audio conferences. The provision of local access numbers for each country is a key feature of the Arkadin service, which has been a huge advantage." Another benefit of Arkadin has been the higher redundancy at Telco level compared to other service providers. Arkadin provides both primary and backup access numbers – which gives Symphony Teleca not only redundancy but also an alternative option to connect to the bridge."

The Arkadin service includes a number of productivity tools, designed to facilitate the organization and management of audio conferences, thereby improving the user experience. Mr. Pai describes the value they bring to the service,

"With Arkadin it's much more than a pure audio call, it allows the moderator to have complete command by using Audio Console."

The audio console is used to dial out to participants as well as monitor who is attending the call and for how long. The Symphony Teleca team also uses the Arkadin Outlook Toolbar to access the up-to-date, complete list of international access numbers and to create and send instant, pre-populated conference invitations. The invitations include all conference access information and as the date and time is automatically inserted into calendars, act as a reminder, prior to the meeting.

"The Arkadin Audio conferencing features are very user friendly," explains Mr. Pai. Pressing '\*0' during our calls – gives us the quick reach to Arkadin local support team in case of any concerns, which is a great advantage for all users."

## BUSINESS VALUE

"Customer satisfaction is Symphony Teleca's ultimate goal," says Mr. Pai. "By using ArkadinAnytime we have been able to put processes in place which help to increase the efficiency of our employees by interacting more effectively and in a timely manner with customers. We can now broaden our reach and the Arkadin experience is reliable for our customers and for us."

In addition to improving the service offered to customers, the Arkadin collaboration solution has enabled Symphony Teleca to reduce travel and international telephony costs. Mr. Pai confirms,

"Given the cost of a normal phone call from India to our customer base in USA & Europe, we have seen an ROI of up to 20% after we started using Arkadin audio conferencing."

With multiple sites in India, the service is also used for internal calls with employees of all levels across divisions. Arkadin has enabled Symphony Teleca to improve productivity by providing an alternative to in-person meetings or specific training. Mr. Pai concludes:

"It has been a truly positive and professional experience using ArkadinAnytime to get connected with our customers and partners across the globe."

### ABOUT ARKADIN

Arkadin is a global Collaboration Services Provider, offering audio, web, video conferencing and Unified Collaboration solutions. Arkadin enables organizations to communicate and collaborate using customizable, cost-efficient, user-friendly solutions. Founded in 2001, Arkadin has 51 operating centres in 30 countries throughout Asia, Europe, Middle East, Africa and North America, offering a full suite of remote collaboration solutions to more than 26,000 clients.

To find out more about Arkadin please visit [www.arkadin.com](http://www.arkadin.com)