



## CUSTOMER SUCCESS STORY

# CARE Ratings Improves Productivity, Strengthens Customer Relationships, and Builds Collaborative Work Culture with Polycom® Video Solutions

## Industry

Financial services

## Applicable use

- Inter-branch team meetings
- Internal management meetings
- Customer and client services
- Training
- Teleworking

## Solutions

- Polycom® Architected Telepresence Experience™ (ATX™) at corporate headquarters, custom-designed immersive solution
- Polycom HDX® room solutions, with dual large screen LED monitors to provide a complete video collaboration and content sharing experience
- Polycom® VVX® 1500 videophones, desktop solution for audio and video meetings
- Polycom® RealPresence® Mobile on tablet devices for senior management

## Results and benefits

- Improved workforce productivity
- Effective customer interactions
- Changed how training and inductions are delivered
- Reduced travel and enables senior management to meet on-the-go

CARE Ratings, India's second largest credit rating agency, is earning greater improvements in productivity, efficiency, and customer-care since the implementation of Polycom video collaboration solutions.

The company commenced operations in 1993 and over two decades has emerged as the country's leading ratings agency for banks, bond markets and company valuations. Headquartered in Mumbai, CARE has a large regional network of offices in several major cities across India, including Bangalore, Chennai, Hyderabad and New Delhi, plus an international operation in the Maldives.

CARE's management wished to enhance communication between these sites and identified that the introduction of video collaboration could improve workforce productivity, increase training outreach, and build closer customer relationships. However the company's IT policy meant there were strict conditions when implementing a strategy in response to the management's requirements. The video conferencing solution had to fulfill several criteria including quality of experience, security and compliance, interoperability and support for using video remotely or on-the-go. Having established these preconditions, the management team selected several Polycom video collaboration solutions that surpassed their rigorous requirements.

CARE's complete UC (Unified Communications) solution, powered by the Polycom® RealPresence® Platform includes the immersive Polycom Architected Telepresence Experience (ATX™) at their Mumbai headquarters. The Polycom ATX solution enables a custom-designed telepresence experience by providing Polycom immersive technology in an existing meeting room. "We found the technology to be future-proof and in line with our technology path," said Umesh Ikhe, Group Chief Technical Officer. "The ease of use and interoperability with our existing infrastructure also made it easier for the workforce to readily adopt."

The ATX is provided in kit form to enable a Polycom certified partner to create a bespoke immersive solution for the customer's chosen space. "Polycom technology enables Unify (formerly Siemens Enterprise Communications) to provide customised solutions for our customers," says Anil Jain, Managing Director (Asia Pacific, Middle East, Russia and CIS) for Unify, a Polycom partner. "The ATX for example, is a completely custom-built solution that included CARE's branding colours and offers seating flexibility in the available space. Further, the Polycom solution integrates with our own OpenScape Unified Platform which addressed CARE's collaboration requirements."



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Umesh Ikhe, Group Chief Technical Officer

Each regional CARE office is also equipped with Polycom® HDX® room solutions, with dual large screen LED monitors to provide a complete video collaboration and content sharing experience. Additionally, executives have also been equipped with Polycom® VVX® 1500 videophones, ensuring that they can join audio and video meetings with multiple participants, from their desks with ease.

### High definition video defies distance

With the deployment of Polycom RealPresence video solutions, teams at CARE are now collaborating securely in high definition (HD) quality, and experiencing the results in improved productivity. This means faster approvals, daily collaboration between offices, and sharing of customer profiles and documentation in real-time. On average, video is used for more than four hours every working day, making this form of communication a critical business component according to Ikhe.

“Our legacy systems of standard definition video proved problematic in conducting effective real-time collaboration,” said Ikhe. “The impact which enterprise-grade high definition video has provided cannot be underestimated—be it the clear audio and picture quality, or the ability to share content easily and securely. In a huge country like India where kilometres and air miles between offices are vast, video has helped us truly defy distance.”

### Staff immersed in a collaborative culture

Employees at CARE have quickly adopted video as the primary method of collaborating with each other on a daily basis and have applied its use for several different purposes, both internally and externally. Use includes review meetings and inter-branch meetings, customer interactions, monthly company meetings for all employees, and investor and press meetings. Internal training sessions and new employee inductions are solely conducted over video; this has proved to be an effective and more personal method of simultaneously welcoming new joiners across several locations and immersing them into the company’s collaborative culture immediately.

For Human Resources (HR) in particular, video has effected a change in how training is delivered across CARE’s many branch offices. “Previously, training was conducted on a quarterly basis where a representative from the HR team would be required to travel to branch locations,” said Josey Joseph, Head of Human Resources. “Video collaboration has enabled us to conduct training, including inductions, more frequently and extend our capacity to include new modules and soft skills training.”

Thanks to the Polycom RealPresence Mobile software application, available on iOS and Android, the company has also readily embraced the rising BYOD (Bring Your Own Device) trend. Tablet devices have been rolled out for senior management and smartphones for other users, in order to allow staff to easily connect to video conferences whilst on the go.

In addition to internal teams, the benefits of video collaboration have extended across to CARE’s external stakeholders too. “The use of video collaboration on a daily basis has brought us increased benefits in employee engagement and effective customer interactions,” said Joseph. “Previously, customer meetings could only take place if we travelled to them. In a competitive industry, having the ability to increase a client’s confidence in our people through more frequent contact, can often be a competitive differentiator.”

Joseph also points out that the savings in time has meant that increased customer numbers and demographics can also be targeted. “For us, building strong customer relationships and earning their trust is made so much simpler through face-to-face contact; video has enabled us to do this more frequently.”

### Future applications

CARE will look to implement a more integrated communication solution through Polycom’s interoperability with Microsoft® Lync®. They will further look to mobile and cloud-based video collaboration solutions to meet multi-location customer requirements.

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As CARE Ratings concentrates efforts to increase revenue share in the research industry and in software subsidiary CARE Kalypto, the company also aims to diversify business to include risk advisory services and analytics. Says Ikhe: “We realise the power of integrated communications across multiple platforms and mobile devices. Based on the current success of video

collaboration in our company, our next steps would certainly be to explore extending the solution across our partner businesses and geographies.”

## About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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