



## Project: Tentacle

Customer : Idea Cellular Pvt Ltd  
Industry : Telecom  
Application : Contact Management  
Database : SQL Server 2000  
Tools : .Net framework 1.1, VB.Net, SQL Server 2000  
Reporting Services  
Platform : Windows 2000/XP  
URL : <http://www.ideacellular.com>

## Background

Idea Cellular, India's leading GSM Mobile Services operator; is part of the Aditya Birla Group. Idea Cellular is operating in 11 circles with a customer base of over 17 million. They currently cover approximately 45% of India's population.

## Application Brief / Need

Tentacle is a customer life cycle management solution for all sales and marketing organizations covering:

- Customer Prospecting
- Customer Acquisition
- Service - Post Acquisition
- Retention

It enables businesses to manage contacts, information flow, and work force more effectively and profitably in a single, unified software solution with visible benefits. It allows contact centers to provide additional levels of customer service by creating, modifying, running and reporting on outbound service campaigns.

Tentacle is a modular Contact center software solution comprising of the following applications:

- Agent Communicator
- Communication Designer
- Management Console

## Benefits / Value Proposition

It captures, processes, routes and reports on the entire lifecycle of all customer interactions and related activities. It also provides centralized creation, administration and management of all interactions as well as real-time and historical reporting, unified management, and multi-channel communications solution. It has also increased the revenue of outbound telemarketing campaigns by reaching the right customers based on customer intelligence.