



## CUSTOMER SUCCESS STORY

# eClerx Services Limited

## Collaboration and innovation for improved client services

### Daily use

- Multi-party meetings through several platforms
- Increased participation and collaboration by teams at all locations
- Improved user experience
- Seamless video integration with Skype for Business



When client satisfaction is at the core of business success—productivity and timely delivery of projects take centre stage. eClerx Services Limited turned to Polycom collaboration solutions to build a truly unified communications environment and enable its staff across continents to meet face-to-face with greater ease.

Founded in 2000 and publicly listed on both the Bombay and National Stock Exchanges in India, eClerx is a leading knowledge process outsourcing company, providing middle and back office operations support to over 30 Fortune 500 companies, such as financial services, technology, ecommerce and retail, and software organisations.

Headquartered in Mumbai, with around 9,000 employees, the organisation has delivery centres in India, Thailand, and Italy and client relationship offices in several cities including San Francisco, Austin, Philadelphia, New York, Dublin, London, Hamburg, and Singapore.

### Stronger teamwork for rapid growth

With the company's rapid growth and inherent client-centric culture, the primary collaboration requirement for eClerx was threefold: to increase video usage and adoption among its employees for greater productivity, seamless multi-party conferencing, and integration with Skype for Business.

“Weekly review meetings with stakeholders required a number of participants dialling in from various offices and remote locations. It was important for us to increase the capacity, so that more people could join these calls, and ensure that the user experience was of the highest standard,” said Sanjay Kukreja, CIO of the company. He added, “We also required PSTN connectivity for our audio participants and seamless integration with our existing Skype for Business platform.”



“Through our technology deployment, we have secured B2B and B2C connections, enabling faster-decision making in a fast-paced industry such as ours. Not only does this bring about more efficiency and shorter lead times, but we are able to provide a stronger level of service to our customers.”

Sanjay Kukreja, CIO, eClerx

Sanjay also explained that regular collaboration is necessary not just within the organisation, but with clients and other stakeholders. “Through our technology deployment, we have secured B2B and B2C connections, enabling faster-decision making in a fast-paced industry such as ours. Not only does this bring about more efficiency and shorter lead times, but we are able to provide a stronger level of service to our customers.”

### Continuous innovation

The Polycom technology deployment was carried out in two phases—first to increase multiparty capabilities and bridge several collaboration platforms including Skype for Business. Among the solutions deployed were the Polycom RealPresence® Collaboration Server, which enables multiparty calls between video conferencing, Skype for Business and PSTN participants. In addition, the company also selected the Polycom RealPresence® Distributed Media Application™ (DMA®), a network-based virtualisation application to manage and distribute calls across collaboration networks.

With the Polycom® RealPresence® Content Sharing Suite, eClerx teams across India and global offices are easily sharing documents and presentations, whether they join a meeting via video conferencing, Skype for Business client, or via web browsers.

Speedy uptake of the technology meant that the company had to launch the second phase within six months, which comprised of adding extra capacity for video and content, via additional licenses. Sanjay points out that such fast adoption of the technology among staff is testament to how vital collaboration is for the business. The first phase of the deployment was successful and the organisation recovered the investment within 12 months of deployment.

“At eClerx, we believe that commitment to innovation and collaboration is key to the growth and continuous improvement of our service delivery. By establishing those critical face-to-face connections across time zones, not only do we serve our customers better, but create a strong culture of teamwork across the organisation.”

### About Polycom

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

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### Product Listing

- Polycom® RealPresence® Collaboration Server (RMX®) 1500
- Polycom® RealPresence® Collaboration Server (RMX®) 1800
- Polycom® RealPresence® Access Director™
- Polycom® RealPresence® Content Sharing Suite