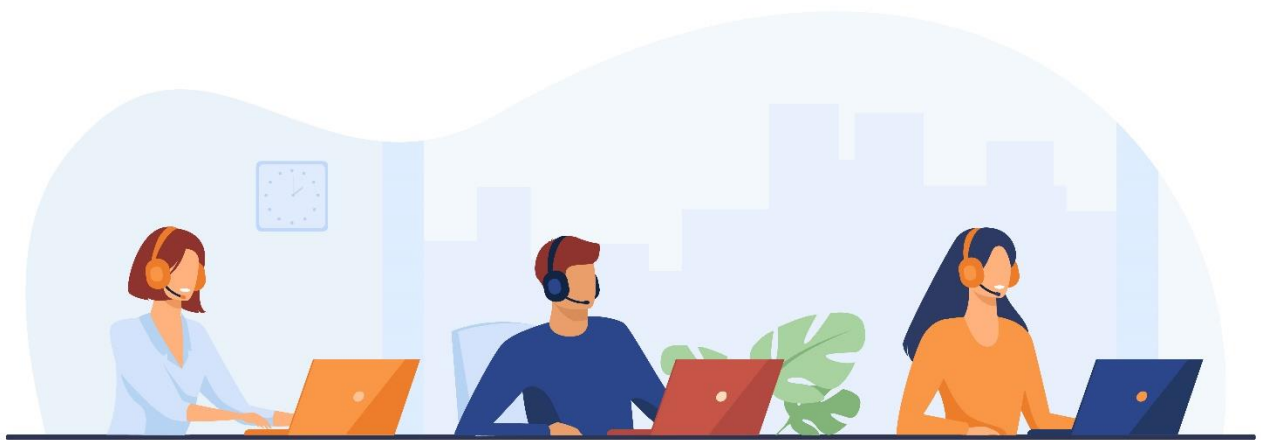


INVEST KERALA HELPDESK SOP



OCTOBER 2020

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1. Introduction – Invest Kerala Helpdesk

Department of Industries, Government of Kerala established a dedicated Investor Facilitation Call Centre “Invest Kerala Helpdesk” which would function as a help desk to provide clarifications and support to Investors seeking to establish and run enterprises in the State. M/s Aabasoft Technologies India Private Limited was selected as service provider by Kerala State Industrial Development Corporation for operationalising the helpdesk. The helpdesk is manned with well trained staff to handle queries to the satisfaction of the caller. The helpdesk is set up with a capacity of 6 agents for handling the calls (3 per shift), with provision to increase the scale of operation based on the demand.

1.1 Operational Window and Rostering

The Call Centre for KSWIFT will be functional from 8:00 AM to 8:00 PM, on all working days and must be capable of handling both English and Malayalam language skill sets. The following shift pattern shall be followed by the vendor.

A) Shift 1: 3 Executives [8:00 AM to 5:00 PM]

B) Shift 2: 3 Executives [11:00 Noon to 8:00 PM]

Toll free line: 1800 890 1030

1.2 Helpdesk Functionalities

- Providing accurate information about the act, rules, regulations etc. in a timely manner /maintaining logs and assigning them to appropriate officials
- Providing information on the licenses/ permits/ clearances required for setting up of an industry
- Providing information on KSWIFT system and address any issues related to KSWIFT system by coordinating with NIC.
- Provide information relevant for investment accessible through the Knowledge repository – Invest Kerala Portal
- Provide status update on query/complaints/ grievances registered by the investors through KSWIFT system
- Details of financial assistance to entrepreneurs by Govt. agencies
- Details of Infrastructure (Land/SDF) available for setting up industry

A dedicated core team (email response team) is fully engaged for the query management and call centre staff support. The call centre authorities are kept updated about the changes that has been brought in the regulations and rules which will help them to close a query at the very instance when a query communicated. And if a query remains unanswered it will be forwarded to the concerned authority to bring in clarity in this regard and the solution will be communicated with the aspirant/Entrepreneur thorough Mail or Telephone.

1.2 Salient Features of BPO Application

- Option to automatically record phone number of incoming calls, option to record calls for training purposes, provision to take, hold and transfer calls, option to enter other details of Investor (Name, Address, email id) and details of query raised by investors through call centre.
- Separate log in credentials for BPO professionals with capabilities to register query, generate reports (query resolved and pending) and check status of queries.
- BPO professional will be able to register queries, categorize the query and assign it to respective official for further actions.
- A Unique ID will be generated upon registering and it shall be forwarded along with key details via SMS and email to concerned officer and investor who raised query.
- BPO workflow shall include functionality to forward query to concerned officer depending upon the type of query.
- Alerts to notify due dates of query resolution, provision to fix time limit for responding to queries and a workflow for escalation mechanism.
- Daily/Weekly/Monthly reports of calls registered

1.3 Capacity Building

1.3.1 Training for Call Centre Executives

Online training sessions through VC were conducted to the call centre executives with experts in the following areas:

- Project financing - KSIDC
- Industrial Infrastructure - KSIDC
- Industrial Infrastructure - KINFRA
- Functions & Schemes of Industries Directorate
- Project financing - KFC
- Seed funding – KSIDC
- Start-up initiatives
- Seed funding
- EoDB
- K-SWIFT

Trainings were held prior to the launch to reinstate the possible list of queries that are expected and also approach to resolve and close queries during the call itself rather than putting the user on hold or directing to send an email to investkerala@ksidcmail.org. A refresher training session for KSWIFT 2.0 is planned for executives in December.

1.3.2 Preparation of FAQ's

A compendium of FAQ's comprising of below sections was prepared and shared with the helpdesk executives.

1. Introduction - Invest Kerala Helpdesk
2. General FAQs
 - District-wise Land Bank

- To Start a Business
 - Industry Extension Officers (IEO) Contact List for Technical assistance/support to start a business
3. Invest Kerala Portal
 - Investor Zone
 - Sector Wheel and Sectors Main Page
 - Home Main Page Sub-tabs
 - Districts Main Page
 - Investment Wizard Page
 - Know Your Approvals Page
 - Get in Touch Form
 4. Micro Small Medium Enterprises Facilitation
 5. K-SWIFT: Single Window Interface for Fast & Transparent Clearance
 - KSWIFT Technical Support Helpdesk
 - User Guide: KSWIFT 2.0
 6. Kerala Industrial Infrastructure Development Corporation (KINFRA)
 - KINFRA General FAQs
 - KINFRA Parks
 - KINFRA Land Bank
 - KINFRA Land Lease Rules
 7. KSIDC - Project Financing
 8. KSIDC - Infrastructure
 - KSIDC Land Bank
 - KSIDC Parks
 - Land Lease Rules for KSIDC parks/zones
 9. Directorate of Industries and Commerce (DIC)
 - GM DIC Contact List
 - DIC Land Bank
 - MSME Facilitation Act
 - Entrepreneur Support Scheme
 - Lease process for DIC Industrial Development Areas
 - Interest Subvention to Nano Household Enterprises
 - Entrepreneurship Awareness Programme (EAP)
 - Entrepreneurship Development Programme (EDP)
 - Technology Clinics
 - Technology Management Development Programme
 - Awareness Programme to Local Self Government Institutions
 - Investors Meets
 - Essentiality Certificates
 - EMD Exception
 - Lubricating Oil & Grease Licence (LOG Licence)
 10. Kerala Financial Corporation (KFC)
 11. Vyvasaya Bhadratha

12. Udyog Aadhar
13. Kerala Start-up Mission (KSUM) (<https://startupmission.kerala.gov.in>)

1.4 Monitoring and Evaluation of Helpdesk queries

1.4.1 Core Team

The Invest Kerala Helpdesk Core Team comprises of

1. BDE KSIDC (Dashboard Management)
2. BDE KSIDC (Overall query management and resolution)
3. Oversight Team Manager (Guidance, escalation, assessment of responses and report preparation)

1.4.2 Key activities undertaken by the core team

- Constant monitoring of CRM document and modification/updation of fields
- Feedback and training of call centre executives and core team BDEs
- Frequent monitoring of Invest Kerala Helpdesk email for follow-up queries received from the call desk and providing responses
- Discuss escalated problems, new issues and matters still outstanding for resolution.
- Review of statistics related to rectification of outstanding faults and agreed changes.
- Updation of FAQ document with latest data and new schemes/policies and guidelines
- Preparation of dashboard for tracking performance of Call Centre
- Suggesting suitable recommendations to improve performance of Call Centre
- Obtain suggestions (feedback) for changes to improve the service levels.

1.4.3 Helpdesk CRM tracker

The helpdesk team would log all call details to a CRM tracker which would comprise of below parameters.

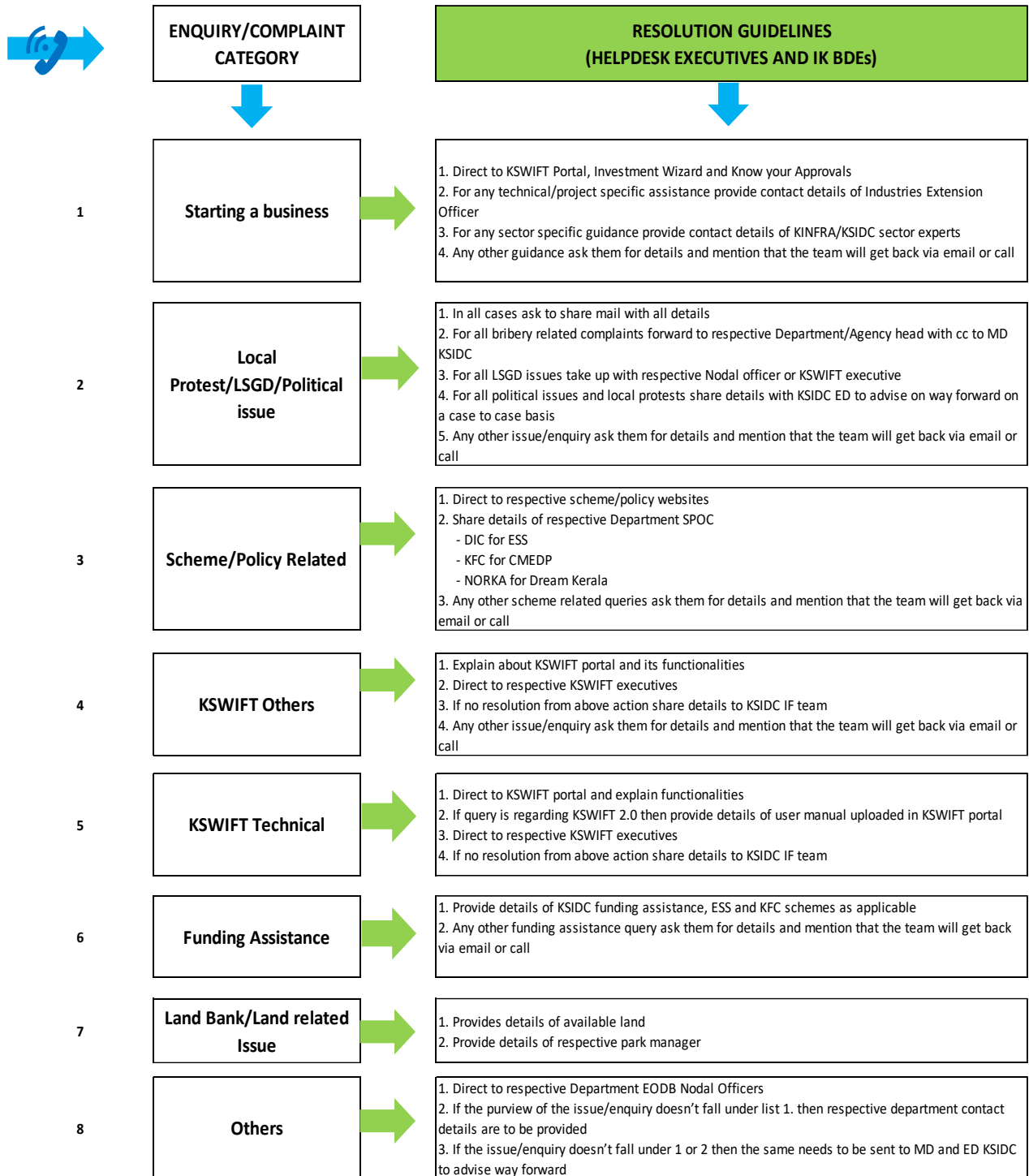
Sl. No.	Parameter	Description
1	Date	Date call was connected/missed
2	Time	Time when call was connected
3	Name	Name of User
4	Contact Number	Mobile number of user which would be registered
5	Email id	Email ID of user
6	Disposition	Connected, RNR, Not reachable, Number Busy
7	District	District of user/establishment
8	Address/Location	Address of user or establishment
9	Type of call	Enquiry/Complaint

Sl. No.	Parameter	Description
10	Department	KSIDC KINFRA DIC Others
11	Category	Starting a business Local Protest/LSGD/Political issue Scheme/Policy Related KSWIFT Others KSWIFT Technical Funding Assistance Land Bank/Land related Issue Others
12	Remark	Description of the query
13	Resolution	Details provided to user to close the query
14	Agent	Name of agent who handled the call
15	Actions Taken	
16	Status	“Open” if further details are to be shared via investkerala@ksidcmail.org “Close” if requisite details are provided to user
17	Last Status Date	
18	Core Team Actions	
19	TAT	Turn Around Time for query resolution
20	Inbound Calls	
21	Abandoned Calls	
22	Feedback Calls	
23	Average Call Handling Time	
24	Total Calls	

1.4.4 Query Resolution Workflow

The queries are categorised into eight categories. For all queries not handled by the executives it is forwarded to investkerala@ksidcmail.org email ID. This email is managed by the helpdesk core team comprising of 3 BD Executives and 1 member from the consultant PMU team. The resolution guidelines for each of the categories is detailed out below:

1.4.4.1 Resolution Guidelines



1.4.4.2 Escalation Matrix, TAT and Timeline for Resolution Closure

ESCALATIONS	TAT	RESOLUTION CLOSURE
<p>Level 1. KSIDC IPFC PMU TEAM Level 2. KSIDC ED Level 3. KSIDC MD Level 4. PS INDUSTRIES</p>	<ol style="list-style-type: none">1. Direct Mail response - 1 day2. Coordination with other agency (Industries Department) - 2 days3. Coordination with other departments - 5-7 days4. Political issues, protests etc. - Based on meetings arranged, discussions held5. KSWIFT related technical issues - 1 day6. KSWIFT related other issues w.r.t clearance delay - 3-5 days	<ol style="list-style-type: none">1. Post sending details via mail and asking to reach back in case of any further support2. Issue of response/letters from respective departments3. Connecting to external departments and requesting the user to reach back in case of any delay