

## Case Study – Kaun Banega Crorepati

Application: IVRS and Call Center for Game Show  
Industry: Entertainment

### Kaun Banega Crorepati- Background

**Kaun Banega Crorepati** is a game show being hosted on one of the prime TV channels – Star TV. This game show is based on the concept of the hugely popular western game show “Who wants to be a millionaire”.

The contestants can win upto Rs. 10,000,000 (220,000 US\$) by answering multiple choice questions posed to them.

To make the program a huge success and increase viewership, anyone from the public could become a contestant.

To enable a huge public involvement, it required that people could participate in the contest leading up to the show itself.

### Kaun Banega Crorepati- Requirements

**Kaun Banega Crorepati** needed an **IVRS** to enable people calling in and participating. Also the requirement of the Game show was to have the IVRS flexible enough to modify as and when required. It needed rapid deployment in cities depending upon the demand.

The **Call Center** was needed to make outbound calls and the conversations had to be recorded as part of audit requirements.

The Call Center was to be setup in a matter of days rather than the normal implementation time for such solution.

**Dialnet** was given the task of setting up and deploying the IVRS and the Call Center. Dialnet is India's largest third party IVR service provider, running on more than 1000 telephony ports.

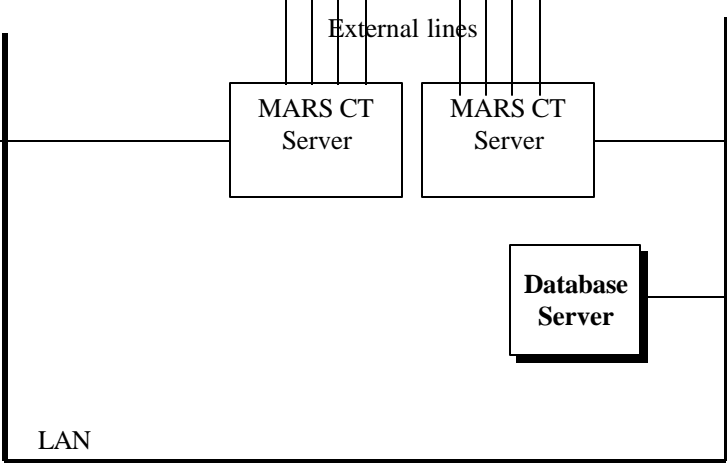
**Dialnet's telephony service is based on Parsec's MARS CT Server Platform.**

**Parsec implemented and commissioned the Call Center**

### IVR Features:

LAN	TCP/IP & Novel
Operating System	Windows NT
Database	Oracle
Database Server	Win NT 4.0
Number of CO Lines	1000+ Telephony Lines
Call Handling	Through MARS CT Server
Call Type	Incoming
Language	Hindi, English
Peak load	16,000 calls per hr.
No. of calls handled on average (daily)	15,000 calls per hr.

**Dialnet**  
**KBC IVR Application**



### Kaun Banega Crorepati - Application

More than 1000 telephony lines across four metros handle the incoming call volume for Kaun Banega Crorepati.

To participate as a contestant on TV, people have to call up the landline numbers advertised.

If a caller successfully answers the multiple-choice question, he/she is asked to record the name and other details.

From the compiled list of successful callers, some are chosen on a random basis for the Phase-II.

Phase-II of the Kaun Banega Crorepati involves, calling the select successful callers from Phase-I. The calling out happens through an outbound call center (PARAGON CALL CENTER)

500 callers are called back through the **Paragon Call Center**. The Agents ask a question and the final ten **Benefits Realized**

*STAR PLUS enjoys a viewership five times than that of its closest rival.*

### Functionality-

- Multilingual Capabilities: The system can respond depending on the caller's preference.
- Automated Interactive Voice Response Services for inquiries on marketing information, recording complaints and claim inquiries.
- Fax-on-Demand services for information on various schemes and various forms.
- Conferencing Capabilities to provide applications like Business Conferences, Chat solutions.
- Call servicing depending on DNIS digits, IVR selections, or CLI.
- Call details including statistics on call lengths, options selected by users, and wait time entered in a standard database.

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