



Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc, one of the leading international financial services organizations from Canada. With an experience of over a decade, BSLI has contributed to the growth and development of the Indian life insurance industry and currently is one of the leading life insurance companies in the country.

## Services & Solutions Delivered

### CallConfine

Our proprietary voice logging software application for recording telephonic interactions with the customers across all client branches with the objective of driving company business.

### MaxDial

Our proprietary automated outbound dialer solution to enable the client to reach out to its existing and potential clientele has been successfully installed at their office in mumbai.

## Value Creation By Nexus

- 1 The CallConfine suite enables them to meet compliance regulations and also provide customers with a convenient route to trade their investments through the company.
- 2 The MaxDial solution allows Birla Sun life Insurance to reach out to its target market through well directed marketing campaigns and generate business from new and old customers alike.
- 3 Additionally, the MaxDial solution allows the company to disseminate corporate information to their customers such as promotions, initiatives etc and build the brand of the organization. devote full time to their business.

## Key Client Information

### Aditya Birla Group

Head Office	Mumbai
Industry	Financial Service
Vertical:	Insurance
Website	www.birlasunlife.com
Coverage	Pan India
Business Location	Mumbai
Technical Support	Remote & Onsite