ONEDIRECT
Unlock the voice of Citizen

Who are we?

Software solutions company solving citizen engagement challenges

Built in India. Built for scale. #1 in private sector.

The team

Team

170+

Team includes 25 people from premier institutes like IITs / IIMs.

Software Engg.

100+

Dedicated full-time R&D and development centers in Bangalore

Consulting

10+

Enterprise consulting team specialized in CEM

Backed by

SEQUOIA

ONEDIRECT

ONEDIRECT

The people

Vishrut Chalsani

Co-founder and CEO
IIT Bombay graduate
Ex-Zinnov Consulting

Ankur Singla

Co-founder and CSO
NLSIU, Bangalore grad
Ex-Linklaters LLP

Pratik Vimal

Head, Consulting
IIT Kanpur grad
Ex-PwC

Ankur Joshi

Head, Partnerships
IIT Bombay grad
Ex-Deutsche Bank

ONEDIRECT

ONEDIRECT

Few of our esteemed clients

And many more . . .

Our Offerings

Social CRM

Social Listening

Publishing

Command Centre

Feedback Management

Managed Services

ONEDIRECT

Social CRM
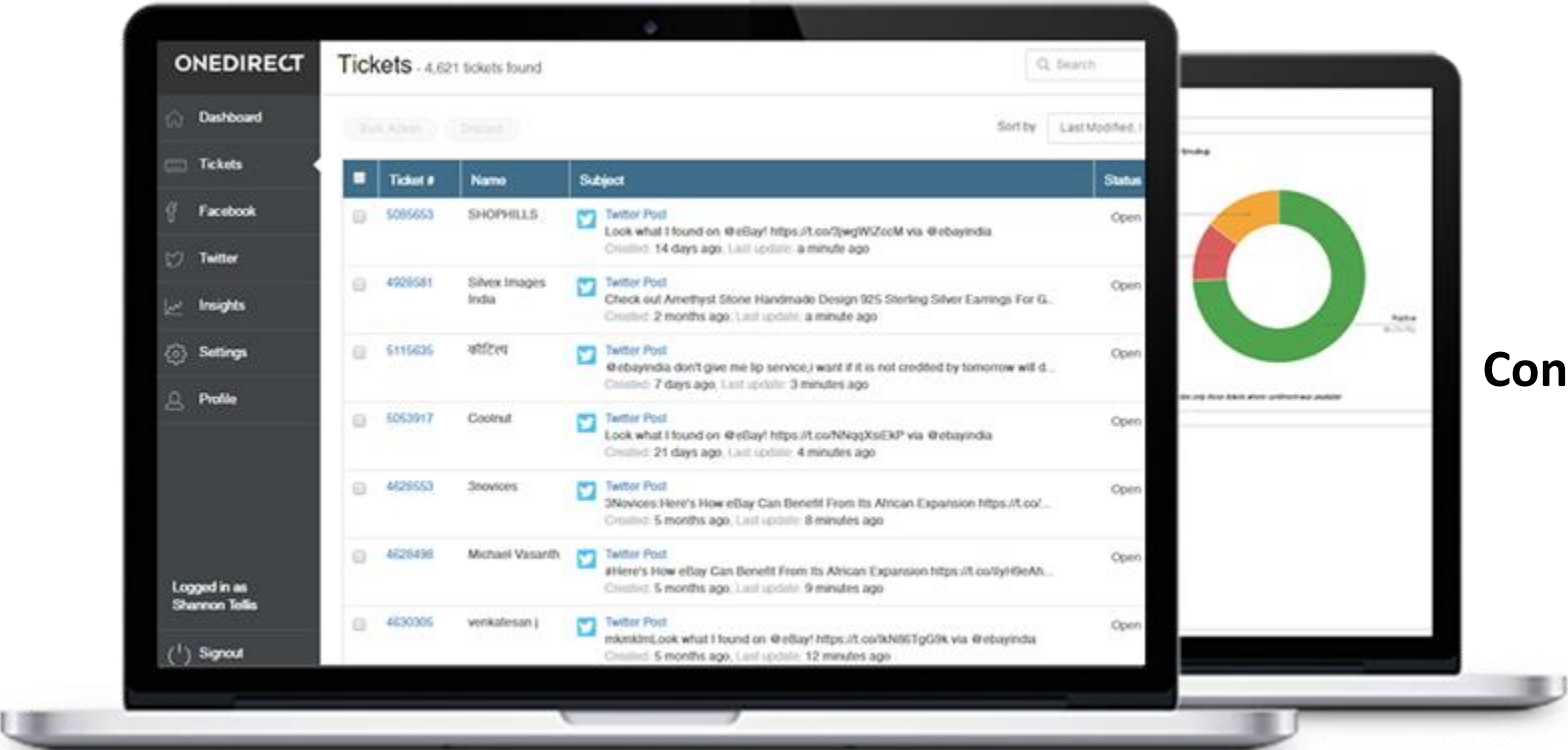
Connect with citizen across all touchpoints
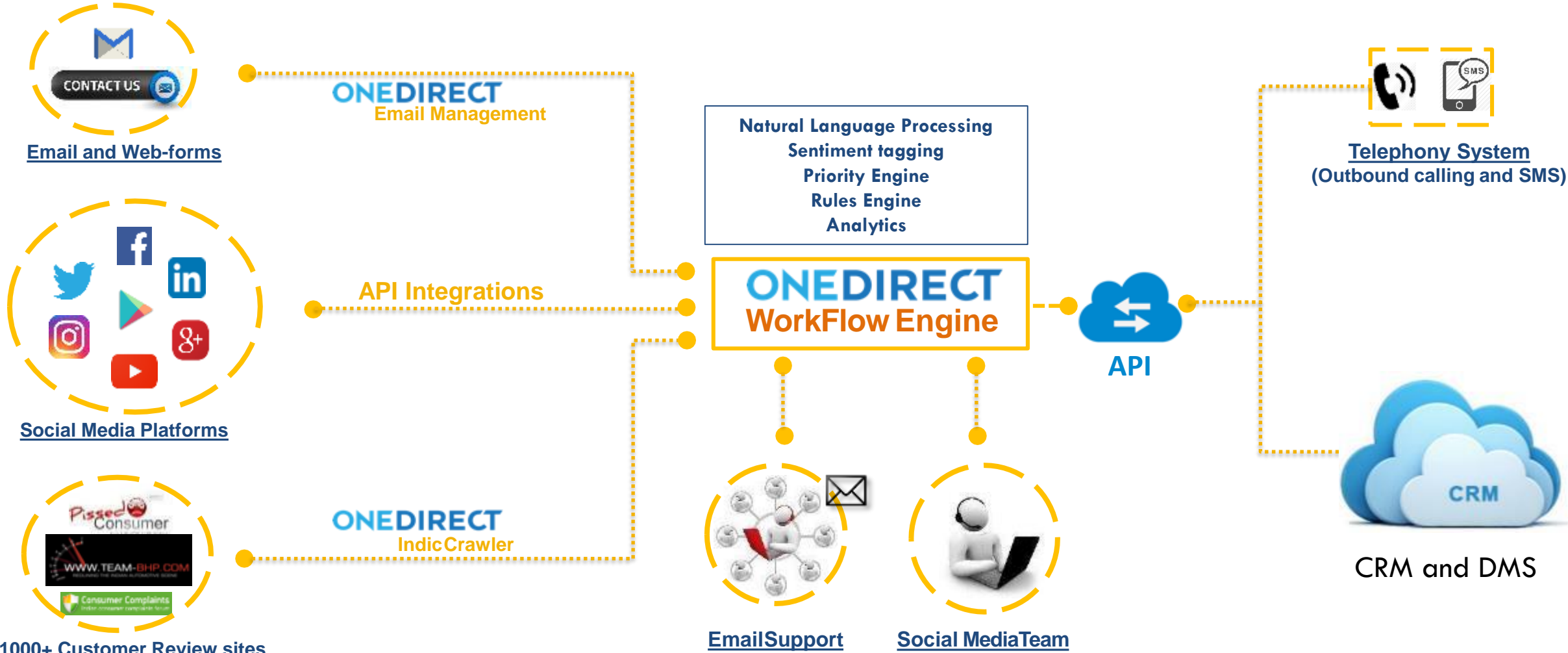
Citizen Experience Management

- Build Accountability
- Better Efficiency
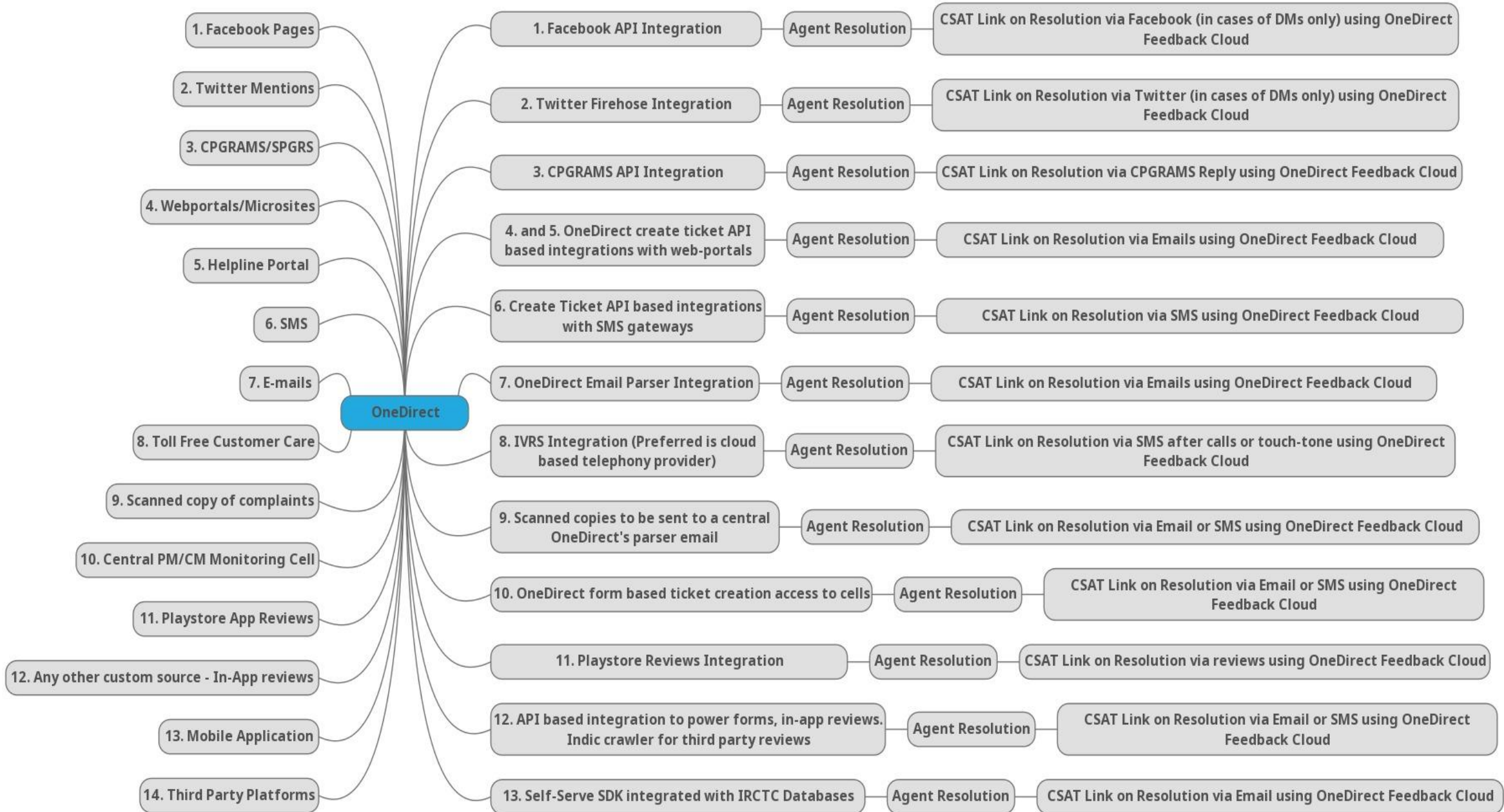- Improve Transparency
- Keep past data
- Enhanced Security

Manage all citizen complaints, feedback and suggestions from one place. The USP is that it is a multi channel solution that covers calls, emails, SMS, Social, In-Person, Letters, CPGRAM, WhatsApp, Chat, APP, etc.

ONEDIRECT

OD

Tickets

Search ticket number, name, email

Add Ticket

Views

DEFAULT & SHARED

- All Tickets (450)
  - Facebook (12)
  - Twitter (120)
  - Playstore (180)
  - Instagram (180)
- Open Tickets (80)
- Closed Tickets (670)
- Draft (8)
- High Priority (34)
- Urgent (15)
- Discarded Tickets (80)

MY VIEWS

- Assigned to me (450)
- My Pending (80)
- My Draft (80)

+ Add new view

All Tickets — 12 tickets

Delete | Export | Add Tag | Assign to | More

	Ticket#	Name	Subject		Status	Priority	Manage
	5600668	Abhishek Jain	**Post** Hate this product,do not recommennded Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• High	One Dir
	5600667	Avinash Vank...	**Tweet** Dont like it Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Low	One Dir
	5600666	Vampsi Manoh...	**Tweet** Worst service ever, plz reply Created: 24 Jan, 2:00pm Updated: 2hr ago		Closed	• Low	Swiggy
	5600665	Abhishek Jain	**Mail** Hate this product,do not recommennded Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Urgent	One Dir
	5600665	Abhishek Jain	**Review** Dont like it Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Urgent	One Dir
	5600665	Abhishek Jain	**Review** Worst... Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Urgent	One Dir
	5600668	Abhishek Jain	**Post** Hate this product,do not recommennded Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• High	One Dir
	5600667	Avinash Vank...	**Tweet** Dont like it Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Low	One Dir
	5600665	Abhishek Jain	**Review** Worst... Created: 24 Jan, 2:00pm Updated: 2hr ago	SLA	Open	• Urgent	

50 Per Page | « ‹ 1 2 3 4 5 › »

Last Updated : 2 mins ago

OneDirect CRM Cloud - Workflow

Email and Web-forms

ONEDIRECT
Email Management

Social Media Platforms

API Integrations

1000+ Customer Review sites

ONEDIRECT
IndicCrawler

Natural Language Processing
Sentiment tagging
Priority Engine
Rules Engine
Analytics

ONEDIRECT
WorkFlow Engine

API

Telephony System
(Outbound calling and SMS)

CRM and DMS

EmailSupport

Social MediaTeam

ONEDIRECT

OneDirect

1. Facebook Pages → **1. Facebook API Integration** → **Agent Resolution** → CSAT Link on Resolution via Facebook (in cases of DMs only) using OneDirect Feedback Cloud

2. Twitter Mentions → **2. Twitter Firehose Integration** → **Agent Resolution** → CSAT Link on Resolution via Twitter (in cases of DMs only) using OneDirect Feedback Cloud

3. CPGRAMS/SPGRS → **3. CPGRAMS API Integration** → **Agent Resolution** → CSAT Link on Resolution via CPGRAMS Reply using OneDirect Feedback Cloud

4. Webportals/Microsites → **4. and 5. OneDirect create ticket API based integrations with web-portals** → **Agent Resolution** → CSAT Link on Resolution via Emails using OneDirect Feedback Cloud

5. Helpline Portal

6. SMS → **6. Create Ticket API based integrations with SMS gateways** → **Agent Resolution** → CSAT Link on Resolution via SMS using OneDirect Feedback Cloud

7. E-mails → **7. OneDirect Email Parser Integration** → **Agent Resolution** → CSAT Link on Resolution via Emails using OneDirect Feedback Cloud

8. Toll Free Customer Care → **8. IVRS Integration (Preferred is cloud based telephony provider)** → **Agent Resolution** → CSAT Link on Resolution via SMS after calls or touch-tone using OneDirect Feedback Cloud

9. Scanned copy of complaints → **9. Scanned copies to be sent to a central OneDirect's parser email** → **Agent Resolution** → CSAT Link on Resolution via Email or SMS using OneDirect Feedback Cloud

10. Central PM/CM Monitoring Cell → **10. OneDirect form based ticket creation access to cells** → **Agent Resolution** → CSAT Link on Resolution via Email or SMS using OneDirect Feedback Cloud

11. Playstore App Reviews → **11. Playstore Reviews Integration** → **Agent Resolution** → CSAT Link on Resolution via reviews using OneDirect Feedback Cloud

12. Any other custom source - In-App reviews → **12. API based integration to power forms, in-app reviews. Indic crawler for third party reviews** → **Agent Resolution** → CSAT Link on Resolution via Email or SMS using OneDirect Feedback Cloud

13. Mobile Application → **13. Self-Serve SDK integrated with IRCTC Databases** → **Agent Resolution** → CSAT Link on Resolution via Email using OneDirect Feedback Cloud

14. Third Party Platforms

Overall Workflow: for Federal Government

Citizen Tweets or Posts on Facebook raising a concern / query

OneDirect System captures the tweet/Post

System then Tickets the Tweet as per the NLP and Ticketing Rule Engine. Ticket Priority also set as per the Ticketing Rules

Ticket is automatically assigned to the agents who are Active / Online

Social Media cell will respond to queries & escalate issues to concerned departments

Ticket is closed once the issue is resolved. Agent then posts the closure response

Reporting and Performance Analysis

- Note: Data points and names used, are for illustration only.

Summary Report

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Total Receipt	4949	15862	30384	43760	53538	62580	77617	89130	103248
In-Action	1459	11674	15842	17925	15685	15916	21385	23031	31068
Disposed	25	3567	13978	25373	37265	46497	55195	65345	71701

C.M. Grievance Cell

ONEDIRECT

Process Overview - Districts

Other Non-Actionable Posts [ALL]	27,096
Total Actionable Tickets Received	343
Twitter	336
Facebook	7
Resolved Tickets[%age of Actionable]	257 [75%]
Pending Tickets [%age of Actionable]	86 [25%]
Avg. Resolution Time [of Actionable]	26:32:34
Avg. Acknowledge Time [of Districts]	18:42:56

Ticket Types

Type	Value
Short Term Actionable	297
Long Term Actionable	6
Non Actionable	5
Feedback	1

(axis: 0, 50, 100, 150, 200, 250, 300, 350)

Top Issue Types

Type	Value
Water Supply	62
Sewarage / Drainage	46
Medical Emergency	12
Crime Against Women	6
Criminal Threat	6

(axis: 0, 10, 20, 30, 40, 50, 60, 70)
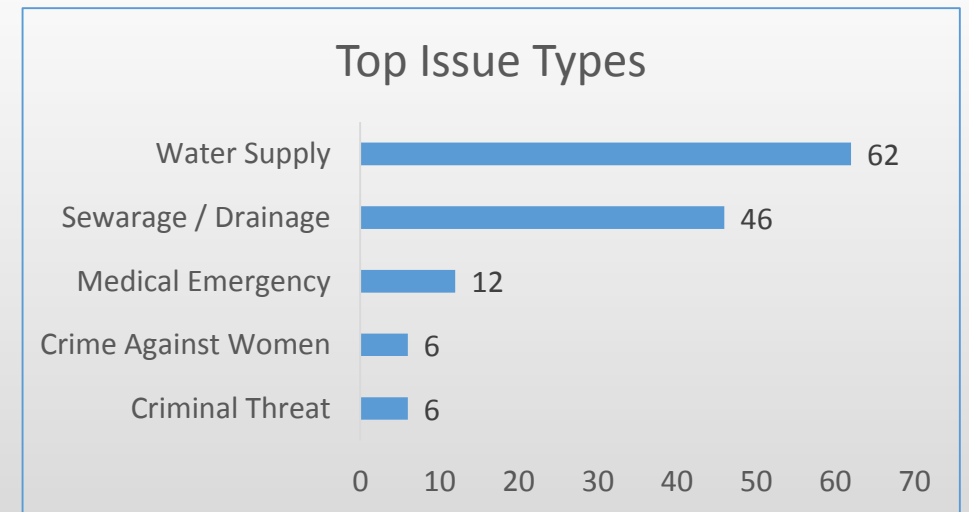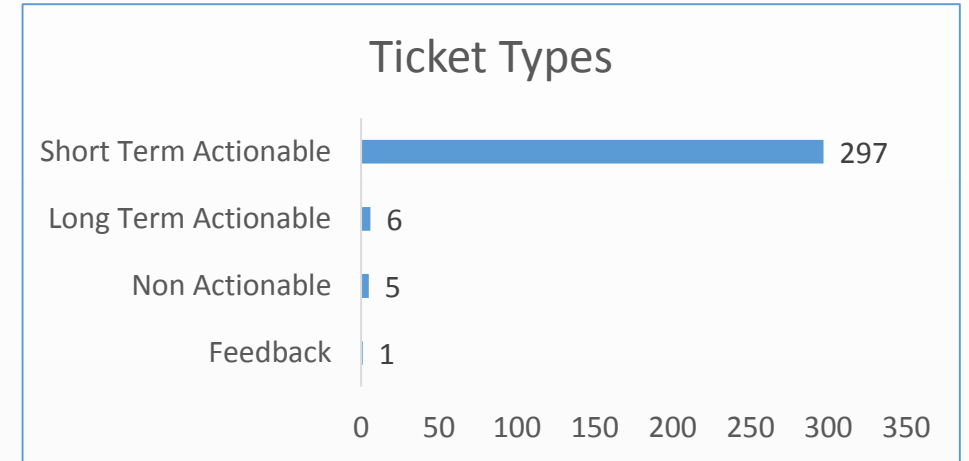
ONEDIRECT

Department wise Performance
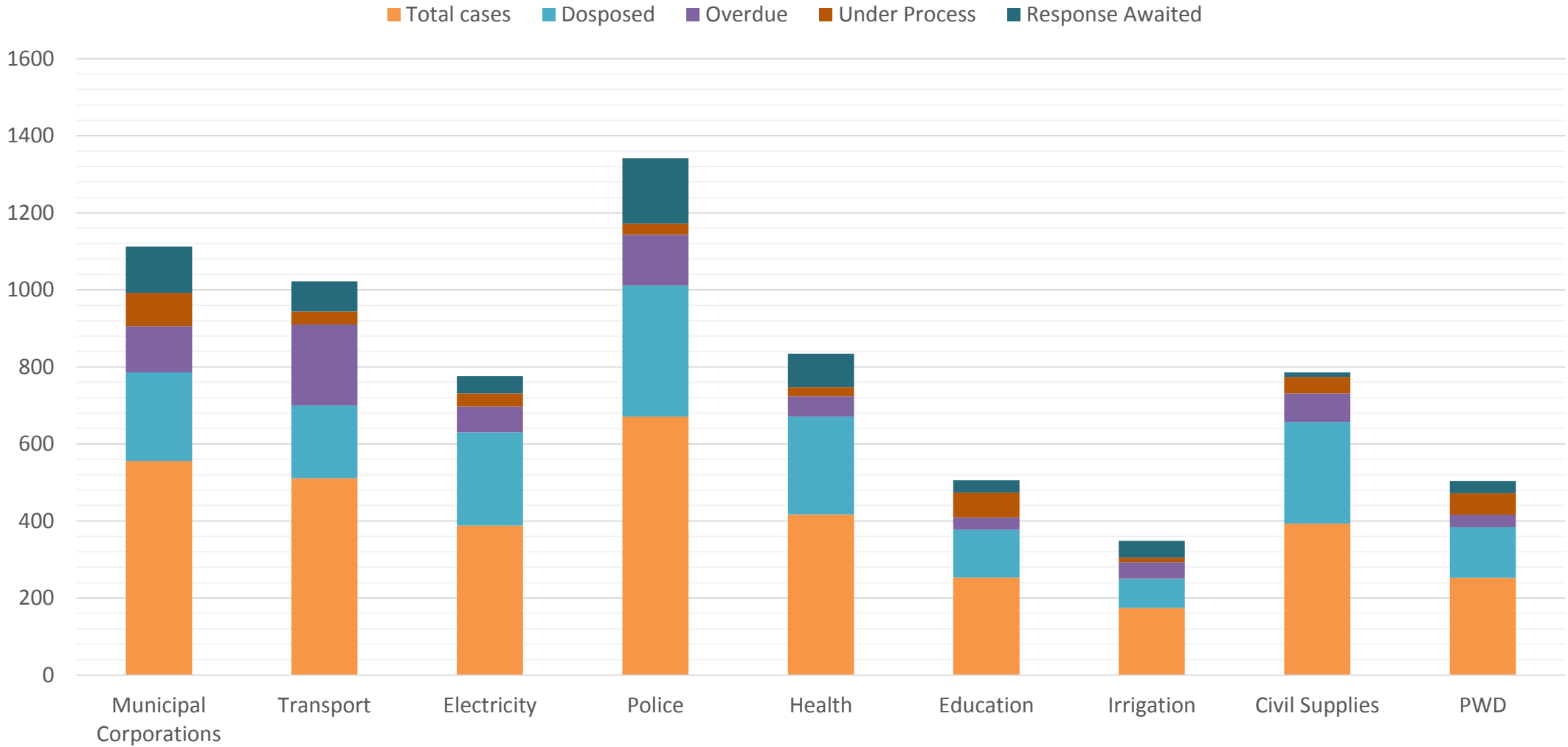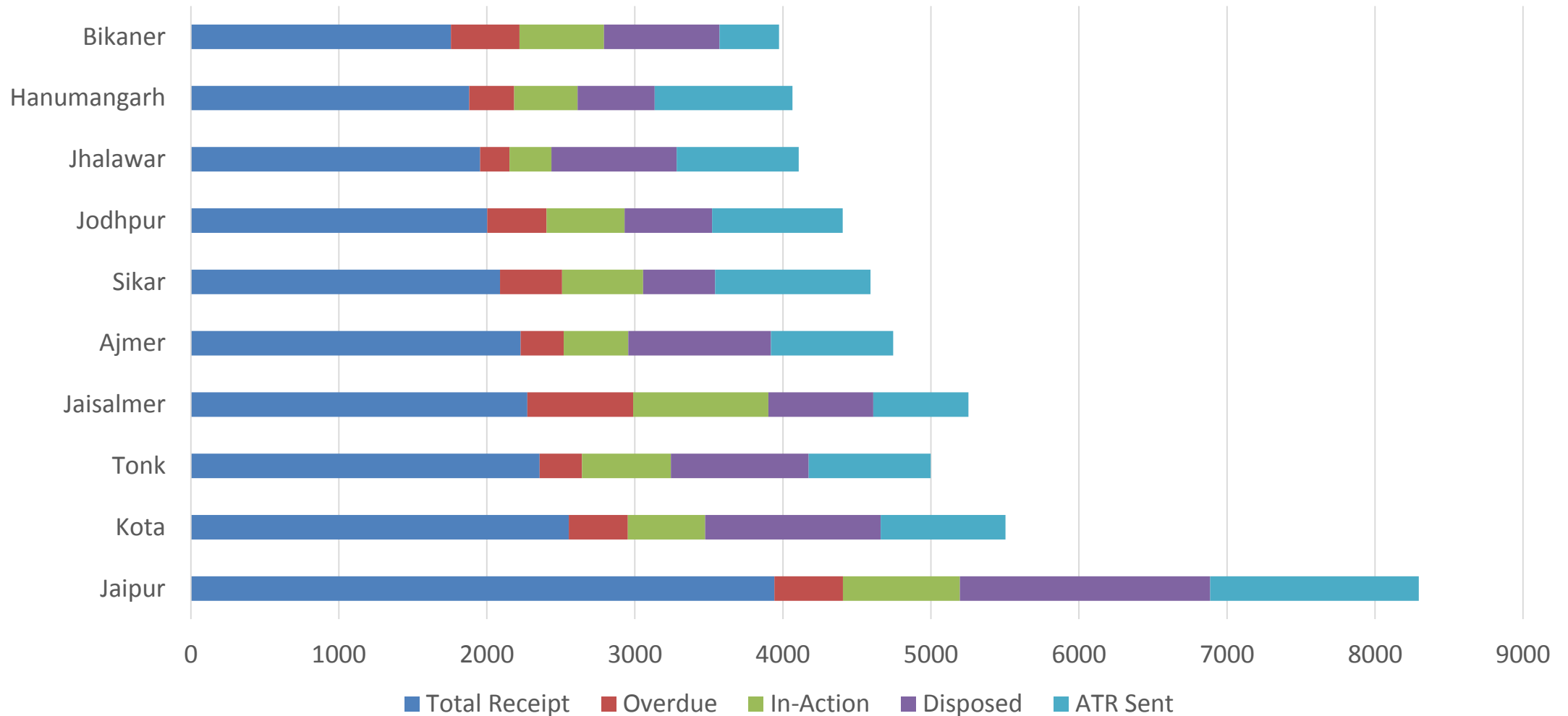
CRM Integration Scenarios
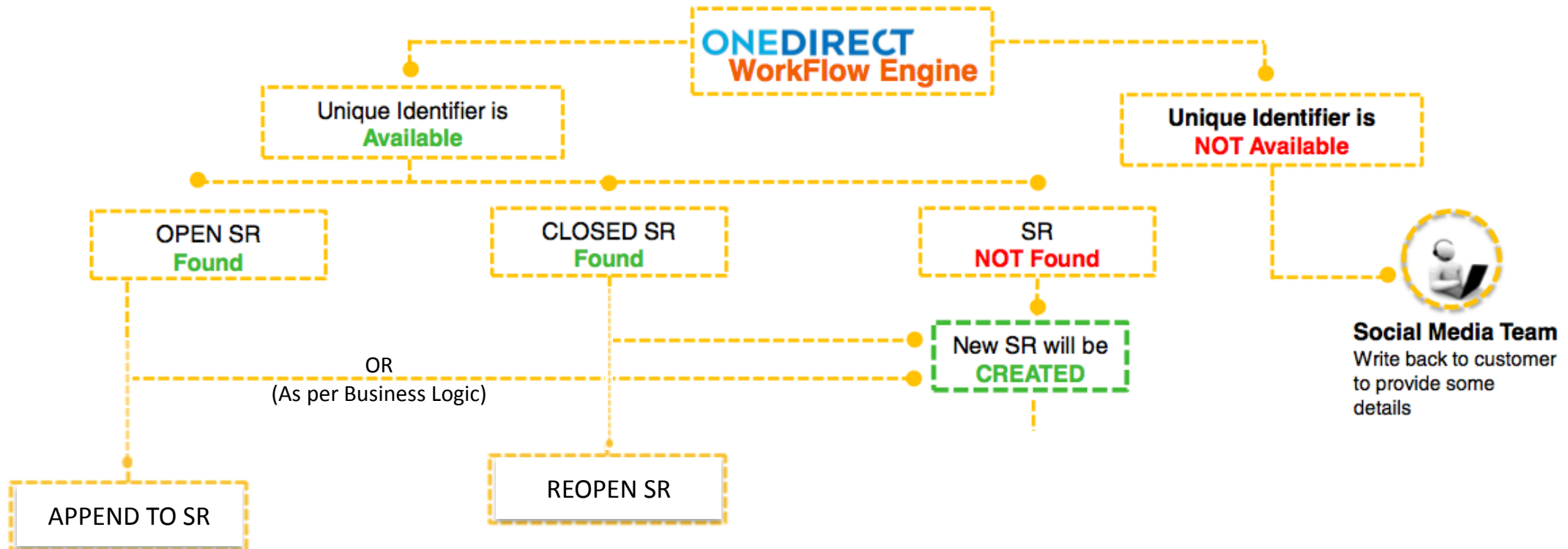
Updates on SR on CRM can be sent to OneDirect using the update API

Scalability

1. Integration

   - APIs available for integration with any platform

   - Built on Java which makes it easy to integrate with most platforms

   - Already integrated with most large enterprise CRMs

   - Huge Team of Product Managers and Developers to ensure best and smooth integration

   - Process experts to create the best process with integration

2. Customization

   - All custom requests for development or changes go through our product development

   - Based on feasibility, the solution is developed post approval from client

   - Product is ever evolving with product upgrades launching every 14 days.

ONEDIRECT

Made in India. For India.

OneDirect being reviewed by Hon'ble PM Modi and Railway minister shri Suresh Prabhu.

(Rail Shivir 2017 – Surajkund)

Haryana Government Case Study

Background (1/3)

- Social Media Grievance Tracker was started in 15th May, 2017 with the motive of prompt redressal of complaints of the residents of the state through the Social Media platform which includes Twitter handle, facebook and recently started complaints which are through emails.

- The complaints taken up on this platform includes issues regarding Power, Water Supply, Sewerage, Road repair, Police assistance and Challaning, Delay in works in SDM office/Tehsil, Immediate medical attention, Issues regarding Pensions, Issuance of Aadhaar Cards, Ration cards and Birth/Death certificates .

- For Complaints which require proper investigations and inquiries, they are referred to another successful platform of the Govt. CM Window.

- At SMGT, apart from redressal of complaint the duration of time is also a priority. We make sure that the complaint is resolved in the shortest span of time. We have examples where the complaint has been redressed on the same day or within hours of its escalation.

- Various dashboards have been created of the Districts/Departments so that specific complaints are escalated to that very specific District/Department. The Districts acknowledge the complaints which are called tickets and have specific numbers and put them in pending state before they start working on it.

Background (2/3)

- SMGT Cell is being Run from 9th floor of the Haryana Civil Secretariat where around 9 operators who work around 14-15 hours a day during working days and for 8 hours during non working days. They are guided by 2 Supervisors and a Coordinator who assist them in proper redressal of issues. These operators escalate the complaints to various Districts/ Departments as soon as the complaint is received.

- The tickets which include the spam words which have already been added in the software. For example, we receive hundreds of tweets of followers of religious Gurus like Saint Rampal, Ram Rahim, Bapu Asaram etc.

- Some tweets contain Good wishes for the Hon'ble CM regarding festivals, new year etc. And some tweets include only suggestions by the citizen and there is no complaints or issue involved.

- Some tweets are intentionally done by the Opposition Political Parties which are done with specific motives.

- Some tweets are seen which demand selections in Staff Selection and other Govt. offices. These are done on merit basis by our Govt.
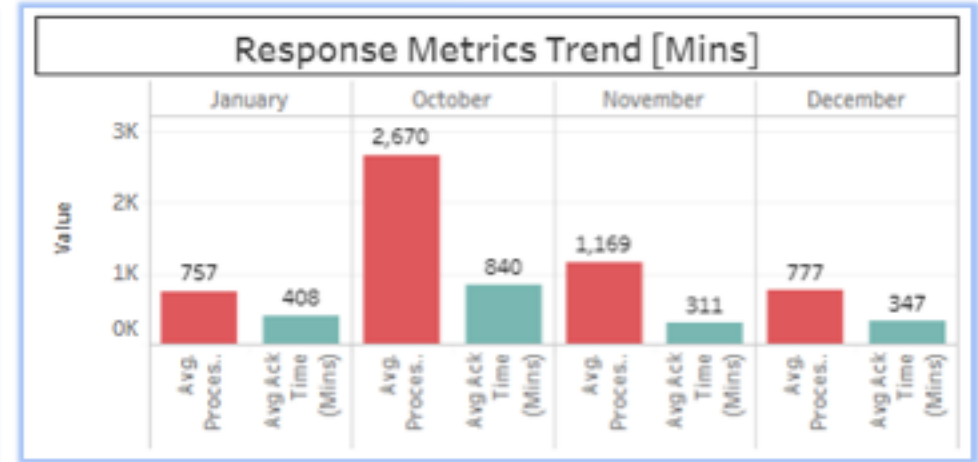
ONEDIRECT

ONEDIRECT

Background (3/3)

- SMGT Cell is being Run from 9th floor of the Haryana Civil Secretariat where around 9 operators who work around 14-15 hours a day during working days and for 8 hours during non working days. They are guided by 2 Supervisors and a Coordinator who assist them in proper redressal of issues. These operators escalate the complaints to various Districts/ Departments as soon as the complaint is received.

- The tickets which include the spam words which have already been added in the software. For example, we receive hundreds of tweets of followers of religious Gurus like Saint Rampal, Ram Rahim, Bapu Asaram etc.

- Some tweets contain Good wishes for the Hon'ble CM regarding festivals, new year etc. And some tweets include only suggestions by the citizen and there is no complaints or issue involved.

- Some tweets are intentionally done by the Opposition Political Parties which are done with specific motives.

- Some tweets are seen which demand selections in Staff Selection and other Govt. offices. These are done on merit basis by our Govt.

ONEDIRECT

ONEDIRECT

Analytics for better accountability (1/2)

ONEDIRECT

Analytics for better accountability (2/2)

	Rank	Tickets	Acknowle dged Coun t	%age Ack nowledge d	Avg Ack Time (Mins)	Processed Tickets count	Resolved	Non Feasible	%age Processed	Avg. Process Time (Mi..	20_weig..	60_weigh tage_%ag e Proces..	20_weigh tage_Proc essing Ti..	Final Score
District wise Final Scores														
Karnal	1	144	144	100%	38	143	142	1	99%	9,843	20	60	20	99
Nuh	2	83	82	99%	712	80	78	2	96%	9,706	20	58	20	98
Kurukshetra	3	97	97	100%	1,090	93	92	1	96%	12,014	20	58	17	95
Gurugram	4	283	280	99%	449	277	267	10	98%	15,210	20	59	13	91
Sirsa	5	102	100	98%	977	98	96	2	96%	15,019	20	58	13	90
Panchkula	6	87	86	99%	2,000	78	72	6	90%	12,423	20	54	16	90
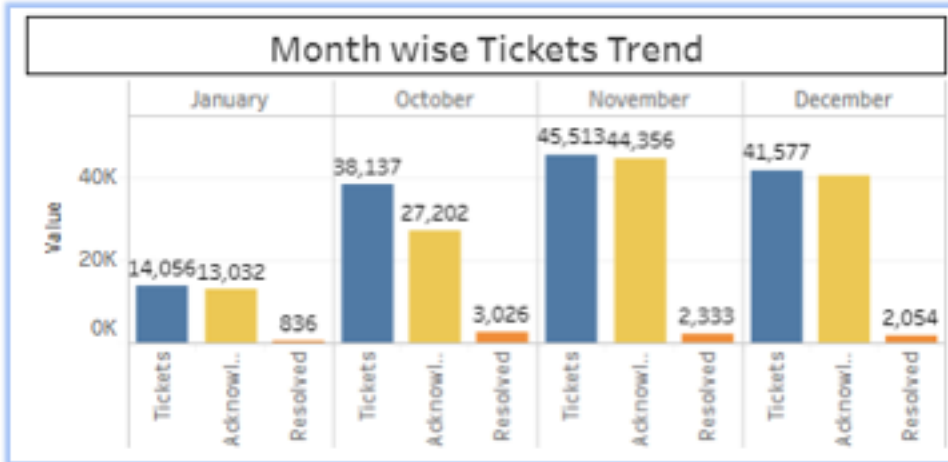
ONEDIRECT

Follower increase trend since launch
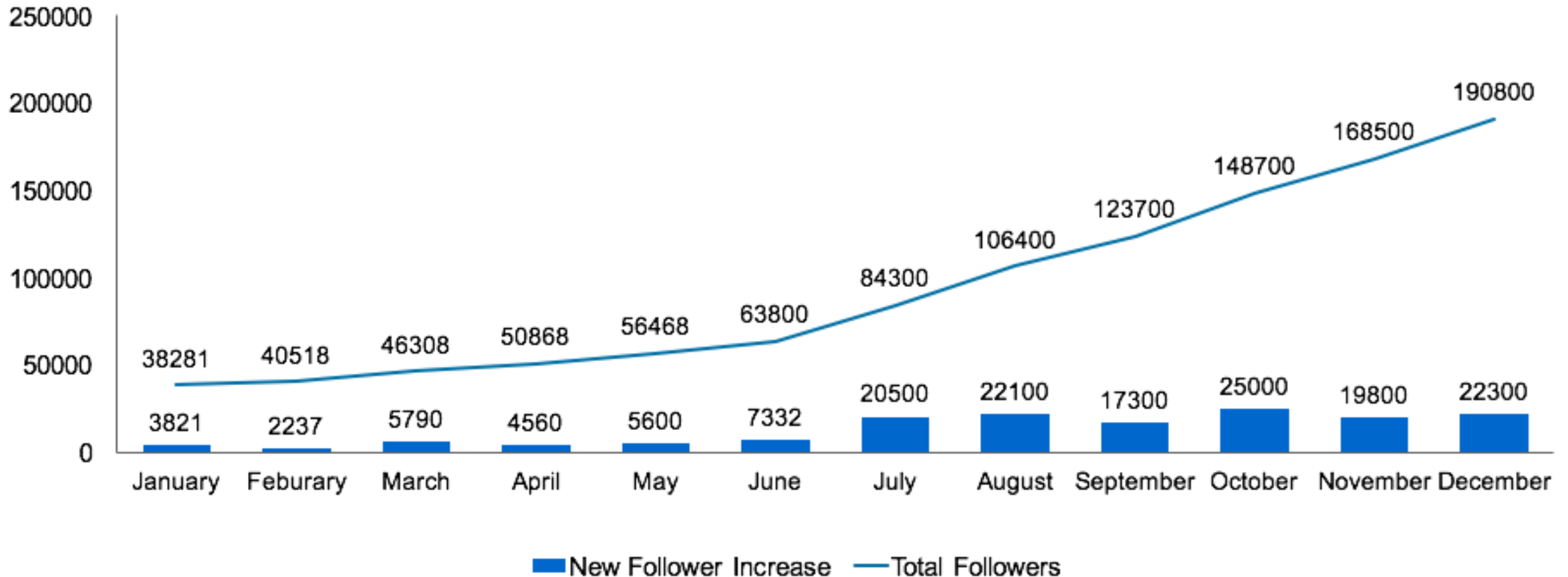
There been a clear impact in terms of organic increase in followers of CMO Hry Twitter handle since the launch of SGMT.
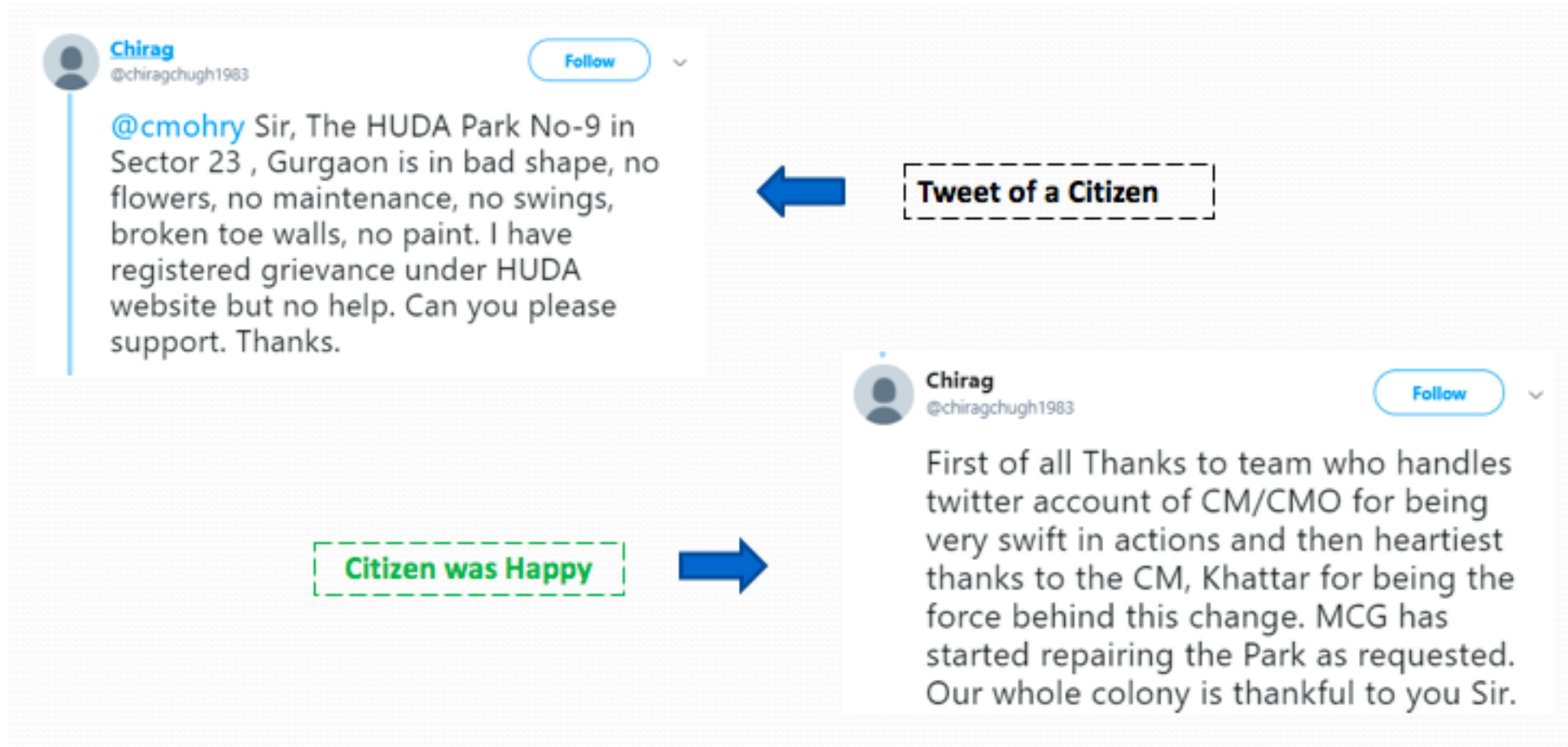
ONEDIRECT

ONEDIRECT

Resolution examples

Deepak Kaushik
@DeepakK01033595

Follow

CM sir meter readers reading lene nahi aate & apni marzi se khud hi reading daal dete hn uski wjah se electricity bill firse zayada aaya hai please take action. This repeats every month. Last Meter reading for today is 17351. @UHBVN_ @cmohry @mlkhattar

11:21 AM - 2 Jan 2018
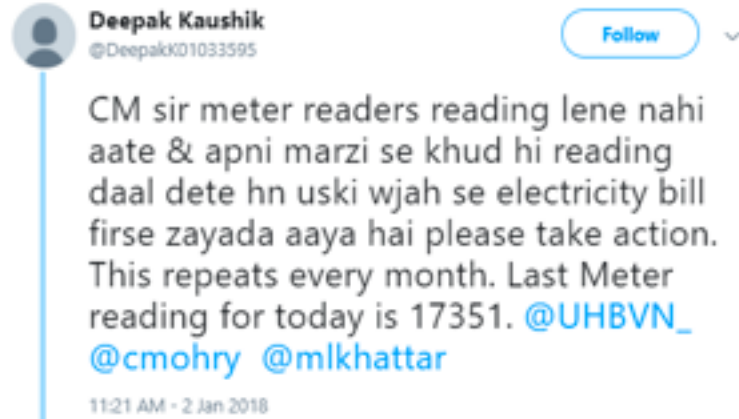
← **Tweet of a Citizen**

Citizen was Happy →

Deepak Kaushik
@DeepakK01033595

Follow

Respected CM sahab Thankyou for resolving my electricity bill problem. Which SDO mam couldn't solve after 5 days of complaining, one tweet to you did.
Sir Lucky to have CM like you. With twitter you are connected to whole haryana.
Thankyou soo much sir @cmohry @mlkhattar

ONEDIRECT
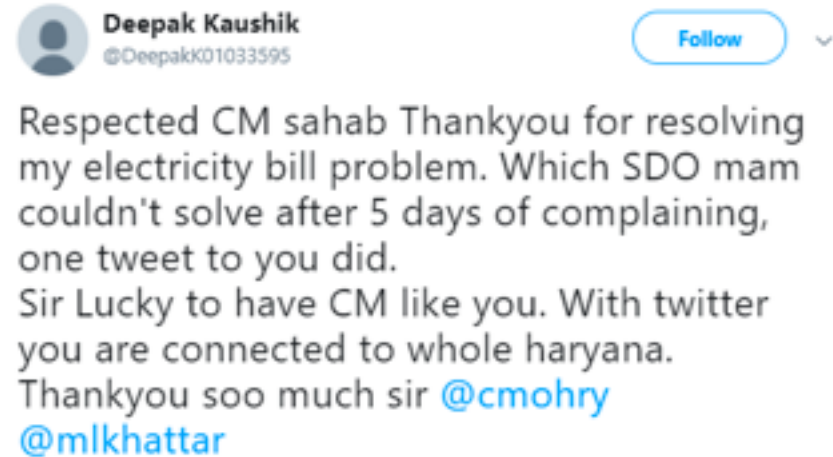
Resolution examples

Resolution examples

@cmohry

सर बुवानी खेडा हुड्डा सेक्टर में शिविर ऑवर फ्लो हो गए हैं ।बार- 2 शिकायत पर भी कोई ध्यान नहीं दे रहा ।पीने के पानी की नई लाईन बिछाई पर पानी नहीं छोड़ते ।कृप्या एक बार हुड्डा सेक्टर का सर्वे करवाए ।बहुत बुरा हाल है सर।

twitter.com/cmohry/status/948555966751977472

Thu Jan 04, 7:59 AM

← **Tweet of a Citizen**

Vikas Yadav
@VikasYa50018488

Follow

Replying to @mlkhattar

हमारा C.M. सबसे अलग ।मैंने सिर्फ एक ट्रीट किया शिवर ऑवर फ्लो की समस्या के बारे में और समस्या का समाधान हो गया। ऐसा C.M. कभी नहीं देखा। धन्यवाद सर आपका बहुत- बहुत धन्यवाद ।

Vikas Yadav
@VikasYa50018488

Follow

Replying to @mlkhattar

सर हम आपको कम से कम10वर्षऔरC.M. देखना चाहते हैं ।आप जिस प्रकार कार्य कर रहे हैं आगे शायद हमें ट्रिट की भी आवश्यकता ना पडे और हमारा कार्य हो जाए ।हमें गर्व है कि हमारा C.M.श्री मनोहर लाल खट्टर जी हैं ।आप शांत स्वभाव से कार्य कर रहे है।एक दिन समस्त हरियाणावासियों को आप पर गर्व होगा

ONEDIRECT

Resolution examples

Questions?

Connect to:

Kumar Amrendra
Associate Director- Govt. Sales
ODCEM Technologies Pvt. Ltd.
+91-9911229711
kumar.Amrendra@onedirect.in

ONEDIRECT