

Customer story



HIGHLIGHTS

Detailed Monitoring and reporting for accurate R&D using cloud telephony and CRM Integration

CLIENT

A company specialising in market research, business prospects, industry analysis, and commerce outlook reports.

REQUIREMENT

The company currently uses Viva Meet and wanted to integrate with their in-house developed CRM to:

- Implement Click to Call, Call Notification, Customer Record Pop-up, Monitoring, and Reports features.
- Provide inbound call notifications for agents to pick up calls from the CRM system without missing any important calls.
- Provide supervisors with consolidated views of calls made and received by the agents from Viva Meet and CRM systems.

CHALLENGE

The company wanted to combine its telephony and CRM systems used separately by its research agents.

Currently, agents have to manually make notes within the CRM software regarding client calls and other important details.

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SOLUTION

[CRM Integration]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Telephony and CRM integration: Viva successfully integrated its Cloud Telephony platform – Viva Meet, with the client's in-house developed CRM, using a wide range of APIs.
- The integration was completed in just two weeks and included many features.

The Features included

- Click to Call
- Call Notifications
- Customer Record Pop-ups
- Monitoring & Reports
- Analytics
- 24/7/365 Support