

Customer story

INDUSTRY:

E-COMMERCE



HIGHLIGHTS

Enhanced Customer Service using Viva's Click to Call for an e-commerce giant

CLIENT

An established e-commerce company with multiple warehouses and customer engagement centres, employing over 100 staff members to handle orders, deliveries, fulfilment, returns, and stock management.

REQUIREMENT

The client required a system to efficiently manage a high volume of incoming enquiries received through their online contact form.

- They needed these enquiries to be automatically directed to the appropriate departments to enhance operational efficiency and improve customer service.

CHALLENGE

The client faced significant challenges in managing the large number of incoming enquiries received daily through their online contact form.

Manual routing of these enquiries to the correct departments was time-consuming and prone to errors, leading to delays in response times and decreased customer satisfaction.

The company sought a solution that would ensure enquiries were promptly and accurately directed to the right departments to improve client engagement and operational efficiency.

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SOLUTION

[Click To Call]

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

The proposed solution included the following components:

- **Automated Enquiry Conversion:** Viva's Click to Call feature was recommended to convert inbound enquiries into calls, automatically assigning them to the appropriate agents. This approach ensured that each enquiry was handled promptly and efficiently, enhancing real-time client engagement.
- **Improved Customer Segmentation and Engagement:** With Viva VCX, the e-commerce company benefited from improved customer segmentation and engagement. The system ensured that calls were always routed to the appropriate department or agent, streamlining the customer service process.
- **CRM Integration:** Integrating the client's CRM with the Viva Cloud eXchange platform for voice allowed for seamless data management and improved service delivery. This integration ensured that agents had access to relevant customer information, providing a more personalised service.
- **Optimised Call Handling During Rush Hours:** The VCX call monitoring system helped distribute calls among agents more effectively during peak times, reducing call handling times and improving overall efficiency.
- **Enhanced Caller Assistance with IVR:** The built-in IVR feature of VCX assisted callers better, guiding them through options to ensure they reached the right department or received the necessary information without delay.