

Customer story

INDUSTRY:

IT



HIGHLIGHTS

Boosted IT Revenue and Premium Support with Click to Call

CLIENT

A distinguished organisation with a strong reputation for excellence, specialising in delivering comprehensive Information Technology services to clients across diverse industries.

REQUIREMENT

The client relied on CRM software to efficiently manage their sales and support functions, enabling effective engagement with both prospects and customers. However, they recognised the potential to further optimise their operations.

- They sought to integrate their CRM system with a telephony service to enhance communication workflows, allowing for direct calling from within the CRM, automatic logging of call details, and improved tracking of customer interactions.

CHALLENGE

The client faced the following challenges;

- The arduous and time-consuming task of managing customer information and making calls through separate applications.
- Irregular updates in CRM leading to outdated data.
- Absence of integration between CRM and the telephony system resulting in incomplete and outdated reports.

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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:

- **Click-to-Call functionality:** Enabled users to initiate and receive calls directly from the CRM interface, record updates, and trigger SMS and emails.
- **Call notifications:** Incoming and outgoing call notifications were smoothly integrated into the CRM platform, enabling the client to manage calls more efficiently.
- **Advanced reporting and analytics:** Tailored reporting and analytics capabilities to meet the client's specific requirements, enabling timely decision-making.
- **Enhanced efficiency:** Improved ability to reach prospects and interact with customers efficiently.
- **Enhanced customer engagement:** Access to caller information directly within the CRM leading to improved customer engagement.
- **Increased conversion rates:** Real-time call recording facilitates quality assessment and training, ultimately boosting conversion rates.
- **Boosted employee productivity:** Streamlined workflows contribute to increased productivity and satisfaction among employees.
- **Enhanced customer satisfaction:** Improved service quality lead to enhanced customer satisfaction.