

# Customer story

INDUSTRY:

BPO



## HIGHLIGHTS

Ease Customer Support for BPO operations with reporting and analytics using Viva's Presence Contact center Suite

### CLIENT

A prominent Business Process Outsourcing (BPO) company, renowned for its high-quality services, with its central contact centre hub located in Chennai, India.

### REQUIREMENT

The company has more departments to provide PAN India consumers with an excellent customer service experience (CX), especially as call volumes increase.

- They employ 250 people in total and have a semi-hybrid working style.
- They were looking for an Advanced Contact Center Solution to solve their customer experience operating issues to eliminate communication breakdown silos.

### CHALLENGE

The current Finance application managed their clients' general and financial information, while their contact centre system is used for their overall voice operations. The existing technology frequently disconnected from the consumer, and feedback showed that this hurt their operations.

- Customer service representatives were unable to resolve consumer difficulties quickly and effectively.
- Department managers were unable to involve specific staff.
- The system should be able to handle remote workers and onsite agents who aren't physically present.
- Ineffective monitoring system.

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## SOLUTION

### [ Cloud Contact Center ]

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

The proposed solution included the following components:

- **Cloud Contact Center:** Viva offered Presence Contact Center Suite enabling their agents to connect with customers through Voice, Chat, email, SMS, and Social channels helping to minimise ticket turnaround time.

The main result of the offered solution is to turn Customer Experience into a team sport with benefits like;

- An Omnichannel system
- A complete cloud-based system,
- Better communication among team members, First-class reporting and analytics, and Entire Workforce optimisation.