

# Customer story

## HIGHLIGHTS

Escalated and advanced inbound calling solution using Viva's Presence Contact center Suite for error-free broadcasting



## CLIENT

A broadcasting company based in Mumbai with a team of 50 + sales, service, and tech professionals supporting their corporate customers.

## REQUIREMENT

The client tracked customer escalations manually at the moment.

The client required an Inbound contact center solution to automate their end-to-end service operation daily using:

- Licensed telephony service
- Contact center application
- Ticketing solution
- Helpdesk software

## CHALLENGE

The company faced difficulties in managing its inbound call flow that connected its customers to their on-site field engineers and operators.

The manual operations made their existing escalation system inefficient and caused problems such as;

- Time consumption on every escalation
- Inefficient escalation tracking
- A Communication gap between help desk agents and on-site engineers

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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:

- Viva Presence Contact Center Suite with an advanced inbound calling and escalation solution.
- With one-stop-shop expertise, the Viva Presence Contact Center Suite assisted the business in enhancing its end-to-end business with ease.

Features of Viva's Presence Contact Center Solution included;

- FCC and DoT registered number
- Advanced helpdesk automation
- CRM integration, Messaging System
- Ticket notification
- Call conferencing
- 24/7 Support