

Customer story

INDUSTRY:

E-COMMERCE



HIGHLIGHTS

Intelligent Routing of enquiries to E-Commerce agents using cloud contact center suite

CLIENT

A renowned e-commerce platform with a strong global presence, catering to diverse markets and offering a wide range of products and services to customers worldwide.

REQUIREMENT

The company wanted a comprehensive contact centre solution that could handle a large volume of customer interactions

- They required a system that could provide real-time support and improve operational efficiency by streamlining the management of customer inquiries.

CHALLENGE

As the company continued to experience rapid growth and an increasing customer base, it faced challenges in effectively managing customer inquiries and support requests.

With a high volume of incoming calls, emails, and chats, it has become critical to streamline customer service operations and enhance the overall customer experience.

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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- Unified Communication:** Viva seamlessly integrates voice, email, chat, and social media channels for a seamless customer service experience.
- **Intelligent Routing:** Our solution intelligently directs inquiries to available agents, ensuring quick and efficient responses.
- **Real-time Monitoring:** Viva offers real-time monitoring and reporting capabilities, enabling you to track interactions, measure performance, and identify areas for improvement.
- **Advanced Analytics:** Gain valuable insights into customer behavior and preferences through our powerful analytics tools.
- **CRM Integration:** Viva integrates with existing CRM systems, providing a unified customer data view and enhanced personalisation.