

Customer story

INDUSTRY:

E-COMMERCE



HIGHLIGHTS

Unlocking E-Commerce Revenue streams via Cloud Contact center Suite

CLIENT

A well-established e-commerce firm with a robust Pan-Indian presence, renowned for its extensive product offerings and seamless customer service across the country.

REQUIREMENT

The company required a robust and scalable communication solution that could handle a higher volume of customer inquiries, uninterrupted service, and 24x7 support while maintaining cost-effectiveness and operational efficiency.

- The company also needed a flexible solution that could integrate with their existing systems, ensuring a smooth transition and minimising disruption to ongoing operations while supporting future growth.

CHALLENGE

The company faced the challenge of finding a communication solution that could meet its requirement for handling a higher volume of customer inquiries while ensuring uninterrupted service and 24x7 support.

They needed to overcome potential scalability issues, ensure seamless operations, and maintain cost-effectiveness, all without compromising on service quality and efficiency.

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MORE INFO

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 seamlessly implemented a Cloud Contact Center Solution featuring Open API Integration. This integration enabled the creation of tickets, the resolution of client issues, and the storage of customer data through seamless CRM integration.
- Seamless Customer Data Flow:** Continuous flow of customer data through multiple communication channels, enabling a comprehensive understanding of customer needs and preferences.
- Enhanced Analytics:** Leverage powerful analytics tools to gain deeper insights into customer interactions, enabling data-driven decision-making for improved service and operational efficiency.
- Increased Cross-Selling and Up-Selling Opportunities:** Unlock potential revenue streams by leveraging customer data and insights to identify cross-selling and up-selling opportunities effectively.
- Comprehensive Records and Compliance:** Maintain detailed records of all customer interactions, ensuring compliance with regulations and providing a transparent audit trail.