

# Customer story

INDUSTRY:

E-COMMERCE



## HIGHLIGHTS

Better co-ordination across the E-Commerce organisation using Presence Contact center suite

### CLIENT

A leading global e-commerce company with a strong presence in India, operating across multiple departments and providing a diverse range of products and services to customers nationwide.

### REQUIREMENT

A unified communication platform to manage all audio/video communication needs. Also, the client was looking for:

- Improving Customer Service
- Reduction in communication costs
- Better Coordination across the company

### CHALLENGE

The company had multiple teams operating across different regions and using various communication platforms that resulted in a lack of standardisation, inefficiencies, customer complaints, and higher communication costs.

- Limited collaboration: Disparate platforms hindered teamwork and real-time oversight.
- Inconsistent service: Varying systems led to uneven customer experiences.

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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 Presence Contact Center Suite was implemented to improve the company's overall call operational excellence.
- Unified dashboard was implemented as well to streamline call tracking and enhance agent productivity.

The features included:

- Improved agent workflow.
- Reduced time spent handling calls.
- Integration of remote agents into a single environment.
- Reduce capital expenditure.