

Customer story

INDUSTRY:

EDUCATION



HIGHLIGHTS

Multichannel approach for calling via a personalised IVR for educational purposes using Viva's Contact Center Suite

CLIENT

A well-established contact centre hub managed by a Chennai-based educational trust, staffed by over 20 professionals dedicated to providing comprehensive support and services.

REQUIREMENT

The organisation wanted a call management setup because the inbound calls were increasing day by day, and they had a responsibility to address them immediately.

- Their help-desk department allows audiences to contact them for new inquiries, support, and escalation.

CHALLENGE

One of the organisation's primary operations was to call a list of phone numbers to reach its target audience, enhancing digital education, and the other is automating its customer care process. The current telephony infrastructure causes challenges such as:

- Calls landing in the wrong department
- Reaching the target audience is time-consuming
- Unable to process all their inbound calls
- No option to choose a language for the caller
- No multichannel integration

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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 provided a Contact Center suite with a multichannel approach, incorporating personalised IVR flows and multi-language scripts.
- The solution included warm greetings, call waiting with music, and the option for customers to choose their preferred action through the IVR system.

The additional advantages provided for a better experience are:

- 24/7 Support.
- CRM Integration.
- Dedicated Virtual number.
- Toll and Toll-free number.
- Channel-based calling infrastructure.
- Pay-as-you-go model, and more.