

Customer story

INDUSTRY:

IT



HIGHLIGHTS

Increased IT Productivity using Viva's contact center suite with Open API Integration

CLIENT

A well-established IT consulting firm with a presence across multiple locations in India and a workforce exceeding 300 employees.

REQUIREMENT

The company's distinctive approach and business strategy for market expansion make it unique.

- Among the service verticals in operations are technology, sales, CRM, finance, and human resources.
- To increase the productivity of its contact centre, the company was looking for a Full Suite Contact Center solution.

CHALLENGE

Since 2007, they have seen significant growth in their strategic consulting operations, which has increased their client-based and business tie-ups. However, the present difficulties were:

- The existing solution was isolated and on-premises based.
- There was a high cost for each new piece of software for integration.
- The maintenance cost was high.

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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:

- A contact center suite with Open API Integration was implemented, allowing for creating tickets and storing customer data through CRM integration.
 - A continuous flow of customer data through multiple channels.
 - Improving analytics.
 - Increase cross-selling and up-selling.
 - Maintaining records of all customer interactions and compliances.
 - Features for agent transfer, break, and disposition.
- Viva Telephony gave additional advantages from the integration such as:
- Progressive and preview dialling modes.
 - Hold and transfer to the agent feature.
 - Centralised data & screen pop-ups.