

Customer story

INDUSTRY:

LEAD GENERATION



HIGHLIGHTS

Scheduled Calling for massive lead generation using Viva Cloud Contact center Suite

CLIENT

A global lead generation company offering a comprehensive range of marketing solutions with offices worldwide.

REQUIREMENT

The India operation currently employs over 250+ people across two locations.

- Their primary lead generation process produces many potential customers through Bulk Email Marketing, SMS Blasting, IVR Blasting, Call Center Operations, and Social Media Advertisements.
- The company wanted to improve/change its dialer software significantly.

CHALLENGE

One of their Successful lead generation processes is a Bulk Data Dial-Out using a dialling software in which they dial a minimum of 50,000 numbers at once for every campaign.

They encountered issues with current software while dialling out bulk numbers, such as;

- Unfiltered invalid phone numbers.
- Problems with managing callback leads.
- Difficulties with unreachable phone numbers.

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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:

- Viva Cloud Contact Centre Suite: A call scheduling solution was provided through Viva presence contact centre suite, allowing the client to manage the overall outbound dialling needs. This enabled them to set a timer for redial & to manage the entire calling operations without human intervention.
 - The Scheduling features helped consolidate the whole database after each campaign, and the created & scheduled timer allows them to Re-dial the entire database based on the timer setup.
 - The solution also provided real-time analytics and reporting tools, enabling the client to monitor call performance, track campaign effectiveness
- For example, in the software, the client was able to;
- Set a Timer for Re-dial after 120 minutes on the previous dial-out for valid numbers.
 - Set a Timer for Re-dial after 60 minutes on the previous dial-out for unanswered numbers.