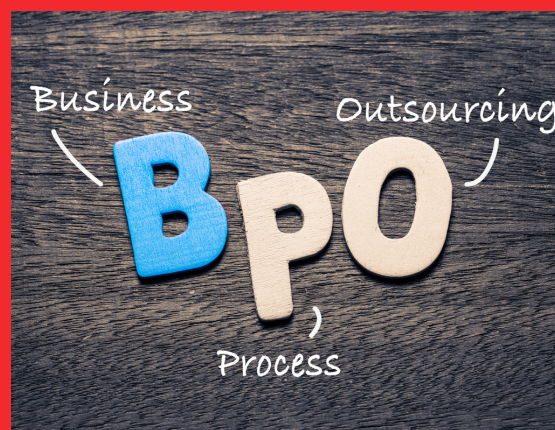


# Customer story

INDUSTRY:

BPO



## HIGHLIGHTS

Two-way Communication using Whatsapp for Business Integration for Improved BPO support by Viva

### CLIENT

A prominent Business Process Outsourcing (BPO) company, renowned for delivering high-quality services to top-tier clients across a diverse range of industries.

### REQUIREMENT

The company provides end-to-end disbursement services, support, and document compliance to the BFSI and telecom sectors.

- According to the provider's project criteria, the company should use a telco business provider's GSM SIMs for their calls rather than VoIP.
- They were looking to add another communication channel for their customer support interaction.

### CHALLENGE

The telco business partner had provided the SIM as per the agreement, through which the company's entire domestic calling was carried out. However, the company required a few additional channels to resolve 100% of its daily tickets.

The challenges without additional ticket channels were:

- Text Ticket Support Management was not available.
- Inefficient Multi-Channel Escalation System.
- Unable to collect Customer Feedback.

[CLICK FOR PRODUCT INFO](#)

[MORE INFO](#)

## SOLUTION

### [ Social Media eXperience ]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Viva Whatsapp for Business Integration: We offered the Viva Conversational platform through WhatsApp integration, a two-way communication system.
- The system now helps company address real-time customer queries through messaging automation.

The offered WhatsApp for business solution helps their customer in the following ways:

- Support for their existing services.
- Customers can create service requests.
- Information on new products.
- Follow-up on the registered complaint.
- Automated transactional messages.