

Customer story

INDUSTRY:

IT



HIGHLIGHTS

IT Workflow optimisation and effective monitoring using Viva's Whatsapp for Business

CLIENT

A Software-Defined WAN solution provider that assists organisations in building high-performance networks.

REQUIREMENT

The organisation provides crucial and seamless connectivity solutions to clients, which include hospitals, schools, and data centres.

- The end customers expected quick responses with SLAs and timely responses through a messaging system, so the company wanted a solution that will help them address their questions directly to the support team instead of logging into the CRM systems.

CHALLENGE

The support team does not have an effective messaging system to receive customer queries.

Additionally, the present CRM was not integrated with the ticketing system.

The other challenges include the inability to capture customer tickets and ineffective monitoring of their customers' internet links.

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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:

- WhatsApp for Business Integration: A dedicated WhatsApp number was implemented to streamline customer communication, enabling customers to raise tickets directly through the platform.
- Comprehensive Workflow Creation: A complete ticketing process was developed within WhatsApp for Business, ensuring seamless handling and resolution of customer inquiries.
- The messages were forwarded to the next available support agents who can address the issues keeping in line with the SLAs.
- The service managers could address the tasks effectively even during out-of-office hours.
- Overall, support tickets were reduced, which improved the user experience.