

Customer story

INDUSTRY:

DIGITAL MARKETING



HIGHLIGHTS

Efficient call tracking using Viva's Unified Communication Suite for detailed analytics improving campaign metrics in Digital Marketing

CLIENT

A prominent branding agency headquartered in Chennai, providing an extensive array of web design, branding, and digital marketing services to help businesses enhance their brand presence and online visibility.

REQUIREMENT

The company employs approximately 25+ professional designers who interact with customers daily to deliver the finished designs.

- The company wanted to assign unique support phone numbers to each designer.
- They also needed to mask their customer number from the agents, as their agents communicate via WhatsApp business.

CHALLENGE

The designers and customer support team are the organisation's backbone.

Their projects required regular communication between customers and the design team, allowing them to capture and complete the task per the customer's specifications.

Their current set-up was insufficient for a single communication platform, so the designers used their mobile phones to call the customers, which caused issues such as;

- Unprofessional environment.
- Inefficient call tracking.
- Customer wait time is high.
- Difficulties for agents to handle their daily calls.

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MORE INFO

SOLUTION

[Unified Communication As A Service(UCaaS)]

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

The proposed solution included the following components:

- Viva provided a unified communication suite with the inbound call management system.
- Integrated Multi-Channel Support: Viva's unified communication suite also enabled seamless management of customer interactions across multiple channels, including voice, email, and chat, ensuring a consistent and efficient customer experience.

The features included:

- Number Masking
- Dedicated Virtual Number
- An IVR Solution
- Application Integration
- Call recording
- Call reports & analytics