

Customer story

INDUSTRY:

BPO



HIGHLIGHTS

Simplified Lead Generation with Viva Meet

CLIENT

A leading outsourcing and offshoring consultancy headquartered in India, specialising in providing comprehensive end-to-end Business Process Outsourcing (BPO) services to clients across the UK.

REQUIREMENT

The client needed exclusive calling minutes, indicating a preference for a plan that prioritises efficient voice communication capabilities.

- Advanced features such as call routing, call recording, and real-time analytics to optimise lead generation campaigns.
- Seamless integration with other communication tools and software for workflow automation and efficiency.

CHALLENGE

The client encountered notable challenges in the following;

Unable to scale their operations efficiently to meet increasing call volumes.

Geographic restrictions on where they can establish their operations.

Challenges in integrating phone systems with communication tools and software, limiting workflow.

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SOLUTION

[Viva Meet - Cloud Telephony App]

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

The proposed solution included the following components:

- Viva Meet for UK Calling: Viva addressed the client's issue and provided them with Viva Meet.
- Centralised Management of Voice services through a single interface, making it easier to monitor and maintain the system.
- Streamline the lead generation process through seamless integration of calling software, DID, and dialler.
- Dynamic call management optimising call distribution based on factors such as agent availability and campaign priorities leading to improved conversion rates.
- Encryption of voice calls ensures that the audio data is securely transmitted and protected against unauthorised access.