

Customer story

INDUSTRY:

BANKING



HIGHLIGHTS

Dedicated Toll-free number using Viva Meet for simplified Banking

CLIENT

A prominent and well-established banking institution with an extensive network of branches spread across the country, providing a wide range of financial services to both individual and corporate clients.

REQUIREMENT

The banking institution sought to elevate its customer service by improving accessibility and operational efficiency.

- The institution aimed to provide its customers with a dedicated contact number for direct access to the support team.
- Ensuring thorough documentation of all customer interactions was a top priority.
- Implementing effective call tracking mechanisms was essential to uphold service quality and accountability.

CHALLENGE

The bank has a large customer base, and providing a unique number to each branch was not feasible. Some of the other significant challenges encountered by the bank include:

- No dedicated customer care number.
- Unmanaged operation cost.
- Inefficiency in managing the inbound leads.

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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- Cloud Telephony Application:** Viva provided the bank with a dedicated toll-free number that connects to the Viva Meet platform.
- This platform routes calls to the bank's branches across the country, allowing customers to reach the bank's customer service team on a single number.

The Features and Advantages are:

- Licensed toll-free number.
- Advanced cloud-based PBX features.
- Affordable call costs under a 'single vendor.'
- 24x7 customer support service.