

# Customer story

INDUSTRY:

LEAD GENERATION



## HIGHLIGHTS

Enhancing global connectivity and optimising lead generation with Viva Meet

### CLIENT

A renowned lead generation company based in India, known for delivering exceptional services to clients across diverse industries both nationally and internationally.

### REQUIREMENT

The client required a reliable and efficient communication service to handle international calls without disruptions.

- They sought seamless CRM integration to unify data management across platforms.
- Automation capabilities were essential to optimise workflows and reduce manual intervention.

### CHALLENGE

The client encountered the following challenges with their existing calling plan:

- Difficulties in managing dispersed customer data across various platforms.
- Missed opportunities resulting from limited customer insights.
- Communication gaps between different teams and departments impact the overall customer experience.

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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:

- **Convenient Connectivity:** The plan facilitated seamless connectivity, fostering enhanced collaboration among team members regardless of their geographical locations.
- **Centralised Management:** Monitoring of agents and management of features for multiple users using a centralised management system.
- **Real-time Data Updates:** Streamlining communication workflows, enhancing overall efficiency using data that is updated in real-time.
- **Reporting and Analytics:** Advanced reporting and analytics for gaining valuable insights into the performance metrics and effectiveness of the strategies implied.
- **Improved Customer Service:** Streamlined lead management processes using relevant data, leading to faster issue resolution and improved customer satisfaction.