

# Customer story

INDUSTRY:

LEAD GENERATION

## HIGHLIGHTS

Lead Generation Simplified with Viva Meet

### CLIENT

A leading lead generation company, helping businesses in sales and conversions with a primary focus on the APAC region.

### REQUIREMENT

The client required stable and uninterrupted call connectivity to support their lead generation activities effectively.

- High-quality voice clarity was essential to ensure smooth communication with prospects across the APAC region.
- A reliable telecommunication solution was needed to optimise operational efficiency in their outreach efforts.

### CHALLENGE

The primary challenge for the client was ensuring dependable call quality to facilitate efficient lead-generation activities.

Despite having APAC DID numbers, the client experienced difficulties with call connectivity and quality, adversely affecting their business operations and productivity.

They also faced difficulty in expanding the communication system to meet the increasing demands of a growing business

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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 with Singapore DID Number:** A tailored solution was provided to address the client's requirement by offering a SIP trunk with a Singapore DID.
- **Global Reach:** Facilitating international calling and establishing a virtual presence across the region.
- **Compliance:** Stay compliant with local regulations and data privacy requirements when conducting business.
- **Pay As You Go:** The pay-as-you-go model provides customers with payment flexibility, allowing them to pay for services based on their usage levels, thereby avoiding long-term commitments and fixed fees.
- **Quality:** Ensuring dependable and outstanding call quality reinforces call continuity and business resilience plans, minimising potential downtime during emergencies.