

Customer story

INDUSTRY:

MARKETING



HIGHLIGHTS

Omnichannel platform for Marketing Communication with Viva Meet

CLIENT

A Chennai-based company specialising in Advanced Data Analytics, Marketing Automation and Campaign Operations.

REQUIREMENT

The client sought a comprehensive solution that could address their voice communication challenges.

- They needed a system that could provide the following: Active call management, Call recording capabilities, Comprehensive call reports, Click-to-call functionality, Voice API features and Direct Inward Dialing (DID) numbers.

CHALLENGE

The client's current setup for voice-promoting product sales relied on mobile-based calling, which has been facing several challenges.

Signal issues, call recording problems, and difficulty generating call reports have hindered their sales promotion efforts.

The company currently operates two offices in Chennai and has around 300 users, with plans to add 200 more.

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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:

- **Call Management:** Provides active call management, ensuring seamless, uninterrupted voice communication.
- **Call Recording:** Enables reliable call recording for better quality assurance and compliance.
- **Call Reports:** Generates comprehensive call reports to gain valuable insights into customer interactions and sales performance.
- **Call Monitoring Tools:** Offers effective tools to monitor and analyse call quality and agent performance.
- **Click-to-Call:** Facilitates convenient and efficient click-to-call functionality for enhanced customer engagement.
- **Voice API Features:** Provides the flexibility to integrate voice communication capabilities into existing systems and processes.
- **DID Numbers:** Offers Direct Inward Dialing (DID) numbers for improved accessibility and customer convenience.