

Customer story

HIGHLIGHTS

Increased Number of Sales for a Pharmacy using Viva Meet with stable landline number



CLIENT

A pharmacy chain headquartered in Chennai with over 35 pharmacies across the city and surrounding areas.

REQUIREMENT

The client operates a wholesale medicine distribution business, sourcing supplies from leading pharmaceutical companies.

- To improve their sales process, suppliers' management, and branch communication, the company was looking for a Stable Landline Number connection for each branch.
- The client also required a reliable communication system that can integrate with their existing order management and inventory systems, allowing for efficient tracking of sales and stock levels across all branches.

CHALLENGE

The company recently launched an e-commerce platform to automate wholesale purchasing and expand its direct customer base but faced challenges in ensuring smooth communication across its branches and the head office.

With multiple order placement options, such as prescription uploads, self-selection of medicines, and direct calls to the head office, coordinating these methods efficiently became a challenge.

The company struggled to establish a supportive communication system between its branches and the head office.

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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, a cloud telephony solution, was provided with a dedicated landline number for each branch.
- This solution helped streamline inventory management and prevent stock dumping between branches by ensuring better coordination and real-time updates.
- The implementation of Viva Meet improved overall customer care by enhancing branch communication and providing a more efficient system for addressing customer needs.

The solution also included:

- Chennai Landline Numbers.
- Extension Numbers for Interbranch communication.
- IP-PBX Phone system setup at each branch.
- Centralized Monitoring Dashboard.
- Cloud-based PBX features.
- 24/7 Technical support & Easy installation.