

# Customer story

INDUSTRY:

RETAIL OUTLET



## HIGHLIGHTS

Elevated Customer Support for Retail outlets: Advanced Inbound Calling with Viva Meet

### CLIENT

A prominent retail company specialising in next-generation online retail distribution services, delivering innovative solutions to meet the evolving demands of customers.

### REQUIREMENT

The company operates its contact centre hubs in major Indian cities such as Mumbai, Delhi, Bangalore, Hyderabad, and Chennai.

- They were looking for a customisable Inbound calling solution to effectively manage inbound calls agent-wise for their escalation management project, where agents were responsible for resolving customer inquiries.

### CHALLENGE

The company already had a primary VoIP vendor it cannot rely entirely upon.

Their current call centre operation faced several significant challenges such as utilising agent availability, ticket handling, unmanaged inbound calls, higher ringing time, and a lack of accurate reports.

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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 Inbound Call Management: Viva provided an advanced Inbound calling solution to effectively handle VoIP Incoming calls using the Viva Meet solution.
- Overall VoIP traffic is incorporated into the Viva IP-PBX server, and advanced routing configuration is enabled to manage overall inbound traffic.
- The following was the solution offered:
  - Enabled voice Redirection On No Answer, which allows incoming customer calls to be Routed & Re-routing to the available agent at that moment.
  - Call queue to reduce customer wait time.
  - Automatically routes inbound customer calls to the next available agent and automatically stops connecting to the Not answered agents.