

Customer story

INDUSTRY:

TRAVEL



HIGHLIGHTS

Viva Meet enhancing inbound and outbound calling for a leading travel agency

CLIENT

A travel agency offering integrated travel packages for B2B and B2C markets across India.

REQUIREMENT

25+ employees are responsible for bringing in new customers through cold calling and other marketing activities.

- To ensure that their services reach a wider audience, the company formed four region-wise groups to cover Pan India.
- The company was looking to automate its inbound/outbound calling flow to improve conversions.

CHALLENGE

A small number of employees are responsible for handling inbound calls and scheduling meetings.

They saw a sudden rise in their inbound call flow, but the current setup creates issues such as;

- Customers on hold for a long time
- No data on call flow metric
- Not enough data on agent performance
- Inadequate call analytics and reporting systems.

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MORE INFO



SOLUTION

[Viva Meet - Cloud Telephony App]

To address this complex network requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Viva Meet (Cloud telephony) with Domestic & International Calling plans: The client was provided with Viva Meet, a cloud-based omnichannel communication platform designed to simplify their communication processes.
- With Viva Meet, the client gained the flexibility to join meetings seamlessly from a computer, smartphone, or browser, enhancing accessibility and collaboration.

The features included:

- A single licensed caller ID with multiple extensions.
- Call hunting & IVR for incoming calls.
- Advanced monitoring and reporting system.
- Unlimited calling plans for inbound & outbound processes.
- Call recording and storage