

# Customer story

## HIGHLIGHTS

Logistics tracking simplified – Viva's conversational AI for seamless communication experience



## CLIENT

A distinguished logistics company with a robust presence across India, offering comprehensive transportation and supply chain management solutions.

## REQUIREMENT

The logistics company wanted to streamline their operations and provide real-time updates to their customers on the status of its shipments.

- Additionally, they wanted to offer a convenient and efficient way for customers to track their shipments and communicate any issues or concerns with the company.

## CHALLENGE

The absence of real-time updates made it challenging for customers to track their shipments effectively.

Delayed and inefficient communication resulted in customer frustration and dissatisfaction.

The company's reputation was adversely impacted due to the lack of reliable tracking and timely updates.

CLICK FOR PRODUCT INFO

**MORE INFO**

## SOLUTION

[ Conversational AI ]

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

The proposed solution included the following components:

- Viva provided an AI solution that enabled natural language communication between humans and artificial intelligence systems.
- It provided a platform for businesses to automate and optimise customer interactions.
- This solution aimed to transform the logistics company's operations by providing real-time updates to customers on the status of their shipments and a convenient and efficient way for customers to communicate with the company.
- Advanced data analytics and reporting, provided valuable insights into customer behaviour and shipping trends
- 24/7 availability, allowed customers to receive updates and communicate with the company
- Automated shipment tracking and updates
- Integration with existing logistics management systems for a seamless experience
- Option for live chat with human representatives for complex issues or personal interactions.