Customer Support System

About the Organization

It is an innovative mobile app start-up which helps to track the mobile usage including outgoing calls, messages sent, and data used with a dedicated app installed on the subscriber's phones.

Challenges Faced

When the app was released, it resulted to achieve great success. However, since it was related to the service industry, there was an immediate need to setup a call center to address customer queries. The company being a star tup, didn't want to invest in costly hardware, capex investments. They rather were interested in a customized call center module which would take care of their requirements and help them focus on their core business.

Solution Deployed

▶ Customer Engagement via hosted IVR functionality.

▶ Once the user dials the IVR number the welcome messages plays before the call routing happens.

▶ User is asked for the choice based on the product or services he called for.

▶ Based on the users choice of selection (DTMF input), user is directed to correct or respective agent.

▶ If all the agents were busy attending other queries, the user was politely asked to wait and some other information gets played on call until the agent picks up the call to answer users query.

▶ CRM integration helped agents to know about the caller before they answer the call.

▶ Call recording feature helped organization to monitor and improve the quality of all the calls handled by their agents.

Impact of Solution

▶ Minimal investment, reduce high operating costs by 25%.

▶ Flexible solution with host of features.