

# Unified Customer Interaction Service



**Cloud Agent** – Case Study of Bus  
Operator Aggregator



# Introduction

- One of India's leading online travel aggregator, that revolutionized the way online ticket booking was done in India, this client has more than 30 bus operators under their umbrella and they also run a state road transport corporation's call center
- Focused mainly on building, maintaining & providing 360 degree services to bus operators including seat inventory management and call center, their interactions with the customers are multi-directional- enquiries, booking, feedback collection, etc.
- With a traditional PBX system in place, the client couldn't identify the calls for the particular operator and hence could not customize their service for the operator



# The Business Challenge

The client was using a on premise PBX based call center system that was outdated

No system in place to track the inbound calls and identify for which operator the call was for.

Due to lack of monitoring, agents used to sit idle and not pick the calls

The TL absolutely had no control on the agents talk time or on the no. of calls attended

The management was clueless as to whether the present no. of workforce was sufficient enough to handle calls or if it had to be increased

With no quality data in place in the form of reports or audio recordings, quality of customer service was falling steeply



# Solution Provided

Ozonetel provided an end to end solution with using Cloud Agent

Every operators was provided with a unique phone number with a customized welcome message

Unique DID for each operator

The agents were equipped with the info as to for which operator the incoming call was, using screen pop. The agents greeted the customer on behalf of the operator before proceeding

Custom welcome message

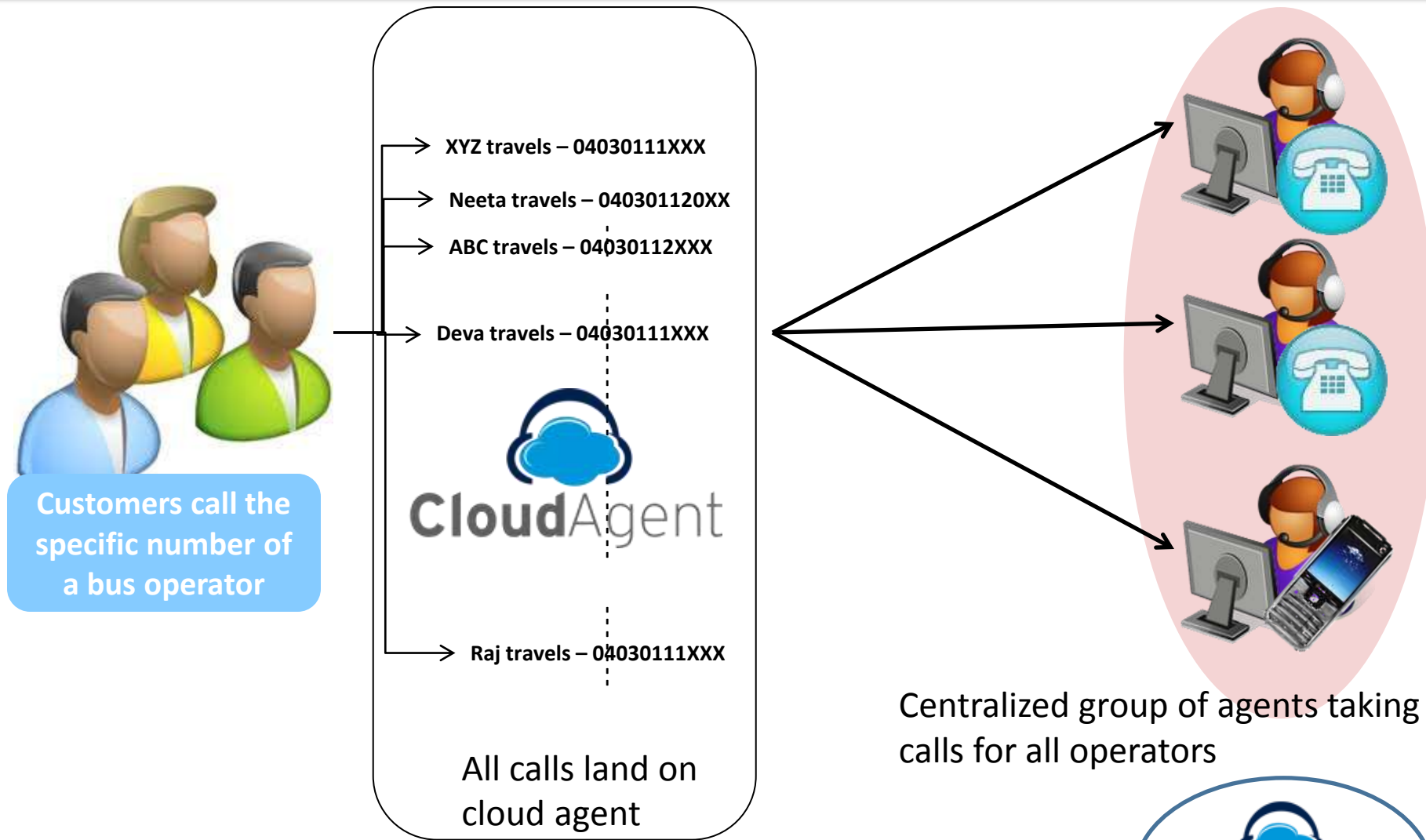
A common group of agents were handling calls for 30 different operators and this paved the way for crowd sourcing in the travel industry

Crowd Sourcing



CloudAgent

# High Level Call Flow



Customers call the specific number of a bus operator



All calls land on cloud agent

Centralized group of agents taking calls for all operators



# Benefits Achieved

## Customized IVR

- A customized welcome message for each of the operators
- Agents know for which operator the incoming call is & greet the customer like the operator & not like an outsourced partner

## Zero In-house maintenance

- No on premise servers to be maintained
- No power backups to be kept

## Auto Fail over

- Due to our cloud infra, we provided a auto failover to the toll free service of the road transport corporation thus giving 100% uptimes

## Reporting portal

- 100% audio recordings (Both incoming and outgoing)
- Automated analytics & agent performance reports

## Crowd sourcing

- Multi operator call center using shared group of agents

## Key Results

Crowd Sourcing

100% Uptimes

Excellent customer interaction management

70% increase in customer satisfaction



CloudAgent



# About Ozonetel

- Ozonetel is a leading provider of Cloud Telephony services in India, specializing in Unified communications space and cloud contact center space through its solutions BizPhone, Cloud Agent and Kookoo. Ozonetel provides Consulting, Integration, Implementation, Support and Training services in the Contact center space. To know more visit [www.ozonetel.com](http://www.ozonetel.com).
- Contact: sales@ozonetel.com | 1800 200 0820

