Unified Customer Interaction Service

Anytime. Anywhere

Case Study – A leading player in the Holiday Planning Space

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Background

- A premier holiday information portal powered by India's first & biggest travel community

- The client gets unbiased customer reviews in the form of blogs or rating of places, hotels and other such travel related services

- The goal is to make holiday planning easy, simple, fun and at the same time smart, enabling travellers to first discover numerous vacation choices, then plan holiday trips in full detail and finally, share holiday experiences with millions of other travellers

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Business challenge

- With the existing on premise solution the client couldn't keep track of either the inbound or outbound calls
- No data was available on the
  - No. of outbound calls made
  - No. of inbound calls
  - No. of calls made by each agent
  - No. of Unique and repeat visitors
  - Log of day-to-day interactions and the quality of each conversation
  - Database of the customers
- Analysing Agent Performance and productivity and getting hands - on info to improve operations was a challenge

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Need of the hour!

- A system that enables effective management of business processes and service levels

- Workforce management system that facilitates the improvement of agent productivity and helps in tracking their performance

- A interface that tracks and keeps record of all customer data and provides intelligence for analysing business performance

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The Solution

The client deployed our Cloud Agent, a true Cloud Solution

Progressive dialer	• We enabled the client with progressive dialer for the agents in order increase their productivity
ACD, Dynamic IVRS/ Intelligent call routing	• Automatic call distribution with dynamic professional IVR that handles calls in an intelligent manner
Computer telephony integration (Screen POP)	• Repeat customers were easily identified with the help of Screen POP that showed customer information.
Call/Agent real-time and historic reporting and dash boards	• Comprehensive reports that give clear cut analytics on Agent and caller data
Call recording **At near to real-time, tagged with CDR for easy search**	• Analysing the quality of call and monitoring the conversation with the customer made easy.
Quality Monitoring **From anywhere at real-time**	• Agent monitoring – Micro and macro managing & tracking their performance could be done from anywhere, anytime.

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Results

Effective handling of increased call volumes

Increased productivity, better call management per agent

A good workforce management system in place

Ability to identify repeat customers and unique visitors

Reduced Customer response time

Satisfied and Loyal Customers

Key benefits:

- ✓ *Birds eye view of the business*
- ✓ *Improved customer service*
- ✓ *Overall improvement in efficiency with a significant drop in the no. of calls being dropped.*
- ✓ *Improved revenues*

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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

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