

Unified Customer Interaction Service



**Case Study – A prestigious
educational institution**



Background

- Established in the year 1995, this reputed Management Studies Institution has been offering quality education to students from across India through its programs in the field of Management
- Since the time of its establishment, the institution has grown impressively and has achieved widespread recognition from Business and Industry, Academic circles and professional bodies
- Consistently ranked among the top B-Schools in India, it's on a constant quest to find more innovative ways to improvise the way it operates to make a positive difference to the ecosystem as a whole
- With a growing alumni base of 7,000 plus and an ever growing number of aspirants the client's contact centre handles both student customer care and marketing operations



Business challenge

- 🌀 The business challenge here was to deploy a central communication management system that integrated business operations and made IT management hassle-free
- 🌀 With multi-channel marketing as well as incoming student customer care query handling processes, the client's communication system was bombarded with enormous unstructured data
- 🌀 The incoming student queries and the marketing campaigns being run had major regional and language barriers



Need of the hour!

Unified Communication Management System

Effective Information Management

Efficient segregation of raw data into useful information and re-producing the desired information in real-time

Multiple Channels Support

Effective IT infrastructure to enable wider reach and information management

Regional Student Handling

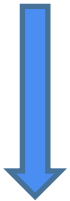
An intelligent system routing the calls to specific regional offices/ agents based on their language skills



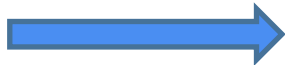
The Solution



Student dials the toll free number Integrated with the PRI



Single Toll Free Number for the institution



Front ending agents at the head office answers the call




CloudAgent

The agent routes it to the appropriate branch using Cloud Agent



Future automation

Location Based Routing



1. Student Customer calls the toll free number
2. Caller is directed by the system to enter his/her pin code



3. Our intelligent IVR system checks which is the nearest branch for the pin code (Data pre-loaded)



4. IVR routes the call automatically to the nearest branch



Voicemail

5. If the branch does not answer, the system will dial to the next nearest branch, till 2 attempts and then sends the call to the voicemail



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The Result

Cloud Agent's advanced solutions helped the client automate their entire student interaction and communication management system

As a result of this the client was able to achieve 80% increase in operational efficiency

Cloud Agent enabled the client with a scalable and reliable solution that could handle multi-location communications with unified real-time monitoring

Key benefits:

- ✓ *Centralized administration of all communication activities*
- ✓ *Effective information management*
- ✓ *Overall improvement in operational efficiency by 80%*
- ✓ *Delightful end user experience by enabling regional agents*
- ✓ *Reduced student customer support costs*
- ✓ *Improved revenues*



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.
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