

# opening doors to operational efficiency

by leveraging Vi Business CPaaS Solution – Auto Receptionist



## Optimizing Operations with CPaaS Solutions: Auto Receptionist

The company specializes in providing India's first WiWA© tested and certified windows and a premium selection of doors. Their products undergo rigorous testing and certification to meet global standards.



## Business Challenge

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- They grappled with the absence of a comprehensive record of missed customer calls, impeding their ability to engage with curious customers or those in need of information or assistance – consequently leading to subpar customer experiences.
- The imperative was to seamlessly integrate the WhatsApp chatbot API with diverse platforms, ensuring prompt resolution of customer queries in real-time.
- Additionally, they wanted to a weekly dashboard encompassing all call records with detailed insights to pinpoint areas warranting enhancements in customer experience.



## Our Solution

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Vi Business addressed these challenges and business needs with the Auto Receptionist solution. Auto Receptionist – an offering of Vi Business CPaaS – automates voice-based support and inquiry IVR calls, seamlessly directing calls to pertinent departments.

- The implementation of Vi Business Auto Receptionist solution was pivotal in augmenting their customer experience and streamlining operations.
- Empowering them with a user-friendly interface consolidated all missed calls into a singular repository, facilitating efficient record-keeping.
- Leveraging Vi Business CPaaS custom integration capabilities, the business was able to seamlessly integrate varied applications such as WhatsApp chatbots and more, ensuring seamless data exchange across channels to deliver precise customer responses.
- Equipped with our centralised web platform, their business gained complete visibility into call details, facilitating meticulous analysis to enhance service quality and elevate customer experience.



## Business Impact

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The implementation of our Auto Receptionist solution yielded notable transformations for them.

- Witnessing a marked enhancement in operational efficiency, they adeptly managed missed calls, streamlining communication channels.
- Leveraging automated responses, they promptly addressed missed customer calls or routed them to designated agents, ensuring timely resolution.
- By recording calls, they gleaned invaluable insights into customer sentiments, thereby refining service quality.
- The seamless integration of WhatsApp chatbots with diverse applications boosted customer engagement, fortified the business' rapport with its clientele.