



CCaaS
CLOUD CONTACT CENTRE

#ReadyForNext



Transforming Customer Experience Across Industries with **Vi Business CCaaS**

From banking to travel, discover how modern enterprises are simplifying operations, scaling effortlessly, and delivering standout customer experiences - all powered by Contact Center as a Service.

***6 industries. 6 real-world transformations.
One powerful platform.***



Scan to know more

Retail & Ecommerce

An online fashion retailer serving shoppers and members who seek a seamless digital customer service experience for their purchases and subscriptions.



Challenge

- High downtime & system instability
- Limited automation & self-service capabilities
- Rigid legacy platform with costly third-party reliance
- Poor real-time visibility into performance KPIs
- Slow response to retail peaks and seasonal surges



Solution

- Cloud-based contact center platform deployed globally in **<90 days**
- Unified interface for voice, chat, social, and messaging
- Seamless integration with **AI, bots,** and internal tools
- Enabled the remote workforce in hours during peak disruption
- Scalable infrastructure on cloud microservices

Impact

- **31%** drop in abandoned calls
- **2x** increase in self-service & chat deflection
- **14%** rise in inbound traffic handled without adding headcount
- **\$250K** annual savings on licensing
- **2,000+** hours saved via improved productivity
- **90%** improvement in uptime
- **Faster A/B testing** & personalization using AI and speech-to-text
- **Shifted call volume** with virtual queue & callback system



Use Case: Smarter Retail CX

- Omnichannel support across voice, chat, email & social
- AI bots & IVRs for order, return & product queries
- Real-time order & inventory assistance via integrations
- Personalized offers & alerts with AI-driven engagement
- Scalable support for seasonal peaks & promotions



Banking & Financial Services



A global cooperative bank with a broad range of individual and business clients requiring accessible and efficient multi-channel support for diverse financial services and transactions.



Challenge

- Siloed contact centres across 80+ departments
- High costs, slow rollouts, poor CX continuity
- Rising call/chat volumes & queue times



Solution

- Cloud-first migration for 15,000+ users
- AI chatbots, async messaging & video consults
- Smart routing + seamless channel switching

Impact

- **\$2.2M** saved annually (IT & hardware)
- New features live in days (not weeks)
- **45%** queries resolved by virtual assistants
- **25%** productivity boost via async messaging
- **90%+** CSAT across digital channels
- Faster innovation, richer employee experience



Use Case: Banking & Financial Services

- Secure, compliant support across channels for accounts, loans & more
- 24/7 AI-powered self-service for routine banking queries
- Video advisory & secure digital document handling
- Digital KYC support & compliance management
- Unified dispute resolution for seamless customer experience



IT Support

A workplace technology leader with Internal employees and external clients requiring consistent, multilingual, and readily available technical support and IT services.



Challenge

- Disconnected CX systems across regions
- Inconsistent omnichannel experience
- Complex legacy platforms are slowing responsiveness



Solution

- 100% remote migration to a single cloud contact center platform
- Standardised CX operations in 67 countries, 14 languages
- Integrated workforce engagement and real-time analytics

Impact

- **3,600** agents unified across 14 languages
- **7** legacy platforms retired
- **100%** remote implementation
- Consistent global customer journey
- Improved productivity, call handling & workload balance



Use Case: IT Support

- Omnichannel support hub for internal & external users
- Smart ticket routing & ITSM integration
- 24/7 AI self-service & knowledge base integration
- Secure remote agent & workforce management
- Advanced analytics for continuous improvement



Manufacturing

A multinational technology company with global consumers and businesses purchasing technology products who expect unified and responsive support across various channels for their devices and services.



Challenge

- Fragmented systems across 40+ countries
- Multivendor platform complexity
- Disjointed customer experiences



Solution

- Unified omnichannel platform across web, mobile, voice, and chat
- Integrated CRM, self-service, and analytics tools
- Seamless agent experience with real-time journey insights

Impact

- **85%** increase in customer satisfaction
- **80%** improvement in voice SLA
- **6,000** agents unified across 40+ countries
- Fewer abandoned calls and reduced wait times
- Streamlined agent workflows with better visibility



Use Case: Manufacturing

- Centralized global support for customers, dealers & partners
- Streamlined B2B order tracking & SCM integration
- Efficient warranty & recall handling
- Dedicated partner support hub
- Proactive engagement & feedback for service improvements



Healthcare

A market leader in digital dentistry with patients seeking convenient, multi-channel access to practices for appointments, information, telehealth, and proactive care, supported by secure and compliant communication.



Challenge

- Fragmented global communications across teams
- Limited support availability for busy healthcare professionals
- Inefficient, siloed systems affecting collaboration and responsiveness



Solution

- Unified omnichannel desktop: WhatsApp, chat, email, social, phone
- 24/7 support with an AI-powered chatbot
- One global queue and number for streamlined support
- Remote-ready infrastructure with full metric visibility

Impact

- **1.5** days/week saved through digital support automation
- **100%** success rate in call answering
- Overnight transition to remote operations
- Faster responses with simplified global support
- Boosted service levels and team efficiency



Use Case: Healthcare

- Secure, omnichannel support for appointments & inquiries
- 24/7 AI triage & self-service for routine patient needs
- Technical support for virtual care & telehealth
- HIPAA-compliant, secure communications
- Proactive care coordination & outreach



Travel & Hospitality

An international airline with global travelers seeking intuitive booking, responsive multi-channel customer service, and efficient support throughout their entire journey, from planning to post-travel.



Challenge

- Disconnected legacy systems across contact channels
- Lack of insight into customer intent
- Limited chatbot capabilities and high contact volumes



Solution

- Unified contact center via cloud platform
- AI-powered chatbots and web messaging
- Real-time reporting and workforce engagement tools
- Integrated digital-first channels: email, chat, social

Impact

- **220%** more conversations handled via web messaging
- **50%** drop in average handle time
- **+28** CSAT points YoY
- **20%** of inquiries resolved by bots
- Greater visibility into customer needs



Use Case: Travel & Hospitality

- Omnichannel booking & reservation support
- 24/7 AI self-service for travel queries
- Real-time disruption support & rebooking
- Personalized recommendations & loyalty management
- In-stay service support & issue resolution





Enterprise Mobility



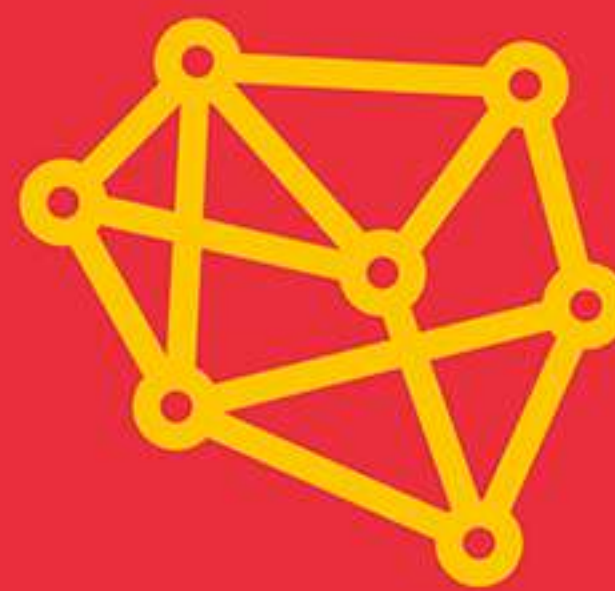
Communication



Connectivity



Security



IoT



Cloud

Vodafone Idea Limited 2020 ©. This document may contain such as text, graphics, images and other material is created / issued by Vodafone Idea Limited or obtained in confidence (“Content”) and are for informational purpose only. The content is not to be reproduced for commercial use or for any otherwise purpose in whole or in part, without the prior written permission of Vodafone Idea Limited. ‘Vodafone’ and ‘Idea’ are trademarks of the Vodafone Plc and Idea Cellular Limited renamed as Vodafone Idea Limited, respectively. Any products or services provided by Vodafone Idea Limited under the Trade Mark, Vi™, its motion, logo, trade dress, static or moving depictions with each and every element thereof, is protected under existing trademark, copyright and all intellectual property rights available under law and are owned by Vodafone Idea Limited. The content contained in this publication is correct at the time of going to print and was derived from events/action taken by Vodafone Idea Limited. Such content may be subject to change, and services may be modified, supplemented or withdrawn by Vodafone Idea Limited without prior notice.

All services are subject to terms and conditions, copies of which may be obtained on request.

Connect with us



www.MyVi.in/business