

**COMPANY** : Byju’s Learning App  
**PRODUCT** : SIP Trunk  
**HIGHLIGHT**: End-to-End voice solutions



Byju’s commenced in 2011 as an offline test prep provider for exams like CAT, GRE, GMAT and the Civil Services. It expanded into coaching for school students. The company went digital when it launched its app, born out of the need for high quality, engaging and accessible education. Today BYJU's has become India’s largest Education Technology (Learning) company that is reinventing how students learn, through its learning app. Since its launch last year, the learning app has already seen phenomenal engagement, with over 3.5 million students on its platform.

Behind this, is a 500 member strong R&D team working closely together across three specialised verticals: a content creation team drawn from accomplished IIT and IIM graduates, a skilled media production house who transform the content into interactive experiences and a technology team that build an adaptive platform to give each learner a personalised experience.

BYJU’s Learning App makes use of original content, watch-and-learn videos, rich animations and interactive simulations that, as opposed to rote memorisation, make learning contextual and visual, not just theoretical.

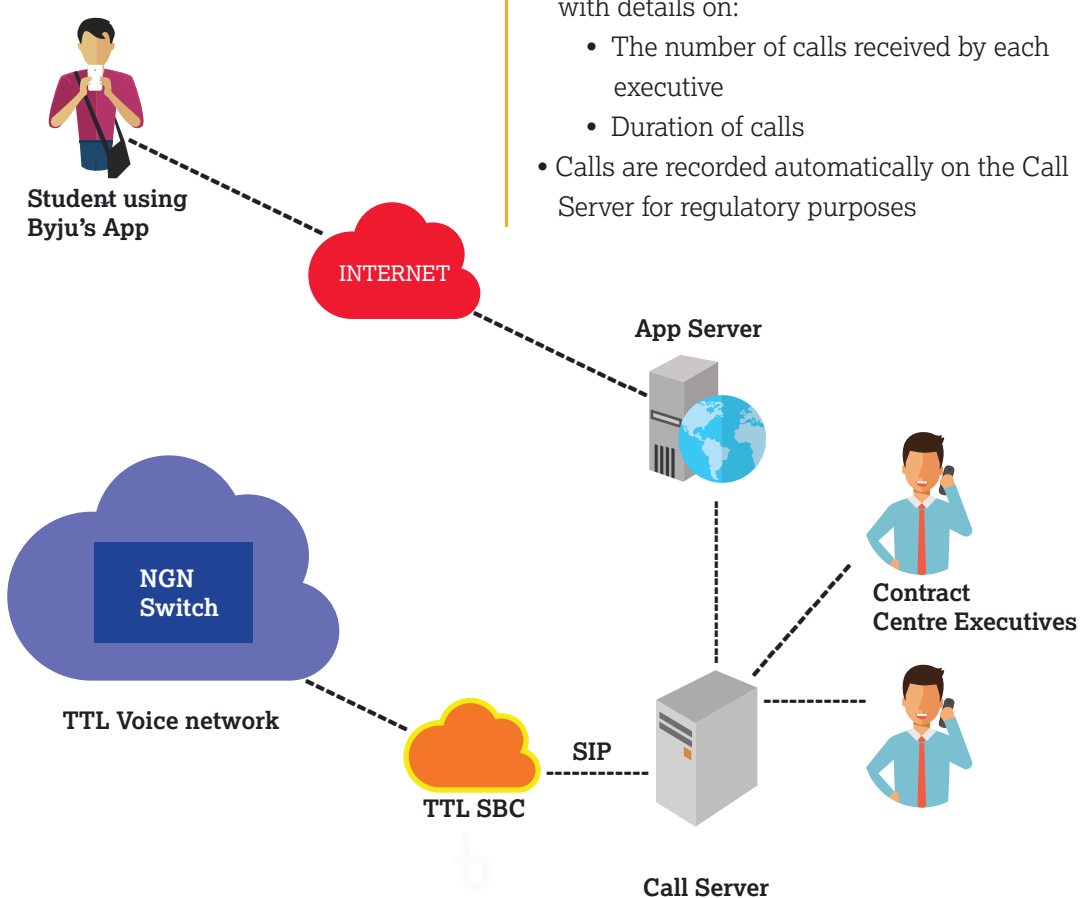
## Challenge

- How to allow prospects to call in easily through a single number?
- Handling of prospect calls by a designated team, from wherever they may be, at anytime
- Recording all calls for quality, improvement and regulatory purposes
- Access to lead conversion information

## Solution

Multiple 10 digit numbers which are published for prospect students to reach the company

- The numbers are terminated on a highly scalable SIP Trunk, which is connected to a Call Server, which in turn dials out and connects to executives, who answer calls on GSM mobiles
- Signal boosters are installed in the office to boost GSM signals ensuring superior call reception quality
- Reports can be fetched from the call server (to enable monitoring of lead closures) with details on:
  - The number of calls received by each executive
  - Duration of calls
- Calls are recorded automatically on the Call Server for regulatory purposes



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**Benefits**

Byju is able to manage its operations more efficiently by employing an accessible workforce model, which allows prospects to reach executives at anytime; while giving executives the freedom of movement. All regulatory requirements are met through automated processes, with records becoming available whenever they are required.



**Enterprise communication now made simpler, faster and cost-effective!**

With SIP Trunk from Tata Docomo, you can now achieve



CAPEX savings with no need for multiple physical lines



Scalability with up to 1500 voice, data and video sessions on a single line



Flexible Direct Inward Dialing (DID) range to meet scalability requirements

along with increased business mobility on our highly reliable network.

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