

Collaboration

Connectivity

Cloud &amp; Saas

IoT Solutions

Marketing Solutions

Security Solutions

**COMPANY : Shopping Zone****PRODUCT : Toll Free Services****HIGHLIGHT: End-to-End connectivity solutions**

Shopping Zone 24/7 is a dedicated "Shopping TV Channel". The channel showcases products which provide extraordinary value and exceptional quality. Shopaholics can now exult as they can shop from the comfort of their homes at any given time of the day. The Channel is available in 10 million households in South India.

Shopping Zone promises to give the consumer a never before experienced pathway. Shopping Zone enables consumers to access quality products from the relaxed ambience and comfort of their living room sofa! Fashion jewellery, fashion, shoes & handbags, beauty, kitchen, electronics, home décor, home solutions, wellness products, the list is endless where the consumer will be able to make the informed choice before making the decision to purchase.



## Challenge

Being a popular South Indian TV shopping channel most of Shopping Zone customers are housewives, speaking local Languages.

The company advertisements are run on TV channels in local languages such as Malayalam, Telugu, Kannada & Tamil. The business required Shopping Zone to:

- Address huge volume of calls
- Provide differential services to premium and non premium customers
- Address calls in local language of the caller while it was expensive to run call centres in each state
- The company had set up Telugu & Kannada speaking agents in Vijayawada call centre and Tamil & Malayalam speaking agents in Chennai call centre
- Efficient logistics for delivery and completion of orders placed by customers by secure interoffice connectivity



## Solution

- Virtual Mobile Number 9xxxxxxx2 for publishing on TV advertisements
- Toll Free Number (TFN) to carry customer calls
- SIP trunk with 150 channels in Chennai and routed Virtual Mobile Number (VMN) & TFN calls to its PSTN pilot number
- TTL offered the solution through TTL Partners call server by doing the data base query of Telco's phone numbers and put the call in the respective state queue for giving the appropriate language treatment
- The server identified calls from different states and routed the same to the call centre agents speaking the language of the state
- All calls landing on VMN are forwarded to the SIP in the switch level

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## Benefits

Shopping Zone is able to manage its operations efficiently; they were able to divert calls originating from different states to the agent speaking the local language. The Virtual Mobile Numbers ensured that they were able to publish easy to remember, unique mobile numbers which worked very cost effectively for their products mapped to price tags below a certain price.

The TFN ensured customers of high value products got efficient Toll Free calling.

The SIP Trunk (up to 1500 Channels) which is highly scalable unlike traditional PRI (30 Channels) provided them with capacity on demand. This was especially helpful to manage seasonal variations in demand.

## Toll Free Services



# Get your business closer to your customer.

Use Toll Free Services to ensure ease of access for your customers



### Customer access 24 x 7 x 365

With condition-based routing, your customers will never hear a busy tone again



### Customised treatment to each caller

With PIN based routing and geographical routing



### Flexible subscription options

Subscribe from any postpaid wireless or wireline service

With real-time call routing management through a user friendly interactive web interface and detailed call analysis reports.

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