Segment: Educational Services – Start up
Solution: HIVR & Smart Office
Highlight: Edu-tech startup achieves business connectivity during lockdown

OVERVIEW
The customer is a certified edu-tech startup launched in 2020, offering a range of products such as Learn Smart, eSchool ERP, Digi Labs, Edu Port, Digi Connect, Edu Mentor, and Edu Mentor Touch, for educational institutions.

CHALLENGE
The company was looking for a call centre setup and Internet Leased Line (ILL) connection. They wanted a solution that would allow them to cascade incoming calls to their agents who were working from home. They additionally wanted a single number that would be displayed on inbound calls to their own customers, to enable better agent tracking and boost productivity. They were also keen on better network uptime and Service Level Agreement (SLA).

SOLUTION
• TTBS proposed Smart Office with 10MB ILL service, as well as ten channels with softphones installed in agents’ devices
• TTBS provided a single Toll-Free Number (TFN) to be displayed on customers’ phones.
• TTBS proposed a TFN + Incoming HIVR (cloud-Hosted IVR) to land customer calls on agents’ mobile numbers.
• An Outgoing HIVR solution was also presented to enable agents to reach customers without displaying their mobile numbers.
• The solution included a self-service portal that allowed the management to track both inbound and outbound calls, and access call recordings as well as CDR (Call Detailed Report).
• The customer could change the termination number via the I-Serve portal, without changing the TFN visible to its customers.
• TTBS also delivered SIP Trunk with ten channels at HIVR for both incoming and outgoing calls in Bangalore.
• TTBS provided a TFN that terminated first to the HIVR pilot number, and then to the Smart Office pilot number when required.

BUSINESS BENEFITS
• Business continuity: Work could continue uninterrupted during the lockdown.
• Pan-India reach: Agents across India could work seamlessly from home over personal devices.
• Cost-effective solution: The solution was efficient and did not need much hardware investment by the customer.
• Increased agent productivity: Access to call recordings and CDR allowed for better tracking and agent productivity.
• Customer access enabled: The I-Serve portal allowed the customer to have control over termination numbers and report access.