

CLIENT CHRONICLES

A SNIPPET FROM A RECENT CLIENT INTERACTION WITH VIVA DIGITALLY



CLIENT

A Software-Defined WAN solution provider that assists organizations in building high-performance networks.

REQUIREMENT

The organization provides crucial and seamless connectivity solutions to clients, which include hospitals, schools, and data centres. The end customers expect quick responses with SLAs and expect timely responses through a messaging system, so the company wants a solution that will help them address their questions directly to the support team instead of logging into the CRM systems.

CHALLENGE

The support team does not have an effective messaging system to receive customer queries. Additionally, the present CRM is not integrated with the ticketing system. The other challenges include the inability to capture customer tickets and ineffective monitoring of their customers' internet links.

SOLUTION *WhatsApp for Business*

With the help of "**Viva's WhatsApp for Business**", a complete workflow was created, encompassing the entire ticketing process through which a customer can raise a ticket through a dedicated WhatsApp number.

- The messages were forwarded to the next available support agents who can address the issues keeping in line with the SLAs.
- The service managers could address the tasks effectively even during out-of-office hours.
- Overall, support tickets were reduced, which improved the user experience.



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