



# CYBOARD Case Study

**CYBOARD**  
India's Best Online School



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## Company profile

### Revolutionizing India's K12 education.

Cyboard is an ed-tech firm which ensures stress free, systematic and structured virtual classes from the comfort and safety of your own home.

With an aim to overcome the drawbacks in conventional K-12 education, including lack of personalized learning, lack of requisite infrastructure and good teachers, limited student-teacher interaction and increased dependence on tuitions and impart futuristic education to students through state-of-the-art infrastructure, expert faculty members, irrespective of any geographical barriers, Cyboard takes a leap to revolutionize India's K12 education, operating from 10th December, 2021.

### Cloud Communication on Ed-tech

With technological advancements, education has emerged out as the most transformed sector in the market. In the modern era, the education system is changing rapidly. The cloud communication provide an easy way for educational institutes to shift their academic communications and collaborations to the cloud. They can achieve this target by combining real-time voice, video, and messaging capabilities with their business applications. Cloud communication solution enables the education sector to run seamlessly while catering to all requirements of the students and stakeholders and facilitate comprehensive e-learning by connecting faculty, staff and students from anywhere as per their needs.

### USPs of Cyboard

- Learning Management System (LMS).
- Provide training to existing teachers and make them ready for a new age teaching experience
- Offer regular assessments and interaction with parents and children
- Automate your school using LMS and AI tools.



# The Challenge



Every great thing comes with challenges. Cyboard, being an ed-tech firm requires an efficient communication system to function well by mitigating challenges faced by them especially when it comes to contact centre. To manage seamless transactions with thousands of customers and agents simultaneously, the communication structure has to be sturdy

Situated in Gurgaon, Cyboard handles all the multiple agents located all over India. Keeping a track of calls, monitoring leads and agents turned out to be difficult while managing several locations simultaneously. In that process, there was a high possibility of losing relevant information and data about customers and agents.

When it comes to attending and handling clientele, hiring manpower gets a little expensive and problematic over the time. For that an automated call distribution was required

that would attend all potential customers by saving the pocket.

The client had addressed these major issues so that we come up with solutions that would increase efficiency in customer management and overall productivity.

## Key Issues faced:

- Team members found it difficult to monitor leads.
- They had difficulty in managing pan India calls
- They complained about the limited calling capacity
- Queries raised over WhatsApp could not be addressed properly as they were not trackable.
- They required call records to manage all reports and run analytics based on those.

# The Solution



**With CloudConnect's Multi-channel support, agents from different parts of India were able to reach Cyboard easily.**

The difficulty in managing calls, keeping a track of leads, attending several clients simultaneously and much more have finally been taken care of by CloudConnect thus providing Cyboard with a seamless customer experience. This enhanced customer service management, productivity and efficiency and magnified overall customer experience.



## CloudConnect's Contact Center solution helped Cyboard overcome all the challenges faced when it came to the aspects of customer engagement.

- Monitoring agents is easier which eventually help to improve the quality of calls.
- IVR enables businesses to interact with customers enabling callers to easily respond to options by voice or touchpad.
- Inbound call centre makes such customer information handy thus making it much easier to guide the agents with specific details.
- Unified Communication helps WhatsApp to integrate making it easier to manage the agents.
- Automatic call distribution allows sorting and management of large volumes of calls without leaving any customer unattended and dissatisfied.
- Managing leads and deals, tracking work, assigning tasks timings and monitoring individual KPIs have become simpler with Bitrix CRM integration.

## Bringing together tech, digital and communication.

### Ed Tech firms indulge widely in the Contact Center Solutions since customer engagement and experience

#### CloudConnect can come up with customisable solutions for you:

- From admissions to team management and broadcast messaging to having one single virtual number with multiple mobile extensions.
- Get unlimited calling facilities and connect with your customers hassle free
- Add Customer Contact Centers for external and internal communication to enhance customer satisfaction scores
- With real time analytics, campaign management, web-based administration and multi-user login make business decisions and monitor progress.

CloudConnect is actively developing new and unique products in the sphere of Ed tech to make sure no one experiences lack in communication and engagement. With the contact center solution , Cyboard now has a corporate telecom ecosystem allowing remote & home-working with increased efficiency and effectiveness.

#### Talk to a CloudConnect expert today and see how your business can benefit from an advanced cloud system:

- Improve Customer Service: Customers can now reach the agent they want in faster, simpler and on their terms. Service Get
- real-time reporting, call-recording, analytics: keep track of conversations, improve service, and delight customers.
- Service in-bound inquiries anytime: Your calls will be answered 24/7, 365 days a year, so you never lose out.

# CloudConnect Solution



## Cloud Telephony to improve satisfaction scores

### Smart IVR

Interactive Voice Response enables businesses to interact with prospects and customers either through the use of a touch tone keypad leveraging dual-tone multi frequency, or through spoken language using AI driven voice recognition software. By enabling callers to easily respond to options by voice or touchpad, Cyboard can quickly get to the information they're looking for or have their issue escalated to an agent, if necessary. With CloudConnect's IVR backed with unlimited incoming calls, Cyboard's calls never go unanswered.

### Outbound Calling and Messages

With our outbound calling and messaging solutions, you can now automate outreach to your customers directly via text. Certain applications include making announcements and giving regular updates – all of it with one platform. Outbound coupled with our text to speech solution can also allow you to send notifications via calls. With an ever-increasing customer base with growing marketing efforts, outbound solutions allow you to maintain a personal relationship with your customers and go the extra mile!

### Automatic call distribution(ACD)

CloudConnect's ACD helped Cyboard sort and manage large volumes of calls to avoid overwhelming the team. It also helped improve customer experiences by making sure they are connected to a capable agent in the quickest time possible. With computer telephony integration, Cyboard is able to view caller information on their computers.

### Toll free Number and Click to Call

A toll free number allows customers to reach a business free. With click-to-call feature on the website, a customer can click on the number and directly reach the team for any doubts they have or updates they need, which would further result in services being available at the click of a button – literally.

### Inbound Call Center Solution

With a plug and play setup, you can easily set up an inbound call center software and automate a huge chunk of the inbound calling process like call routing, agent monitoring (both personal and work mobile phones) and setting agent availability.



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