



KEI Case Study

KEI
Wires & Cables

The logo for KEI Cables, featuring the letters 'KEI' in a bold, italicized font with 'Cables' in a smaller, sans-serif font to its right.The main logo for KEI Wires & Cables, with 'KEI' in a large, bold, blue, italicized font and 'Wires & Cables' in a bold, black, sans-serif font below it. The background of the top section features a large, semi-transparent image of a cable with its outer jacket and internal conductors visible.

Company profile

KEI was established in 1968 as a partnership firm under the name Krishna Electrical Industries, with the prime business activity of manufacturing house wiring rubber cables. Today, it has grown into an empire with a global presence, offering holistic wire & cable solutions. Their products serve customers globally in over 45 countries, through a rich network of 5000+ channel partners.

Headquartered in New Delhi (India), the Company offers an extensive range of cabling solutions. KEI manufactures and markets Extra-High Voltage (EHV), Medium Voltage (MV) and Low Voltage (LV) power cables.

USPs of KEI

- End-to-end solutions provider.
- Visionary promoters and management.
- Transparency in all dealings.
- World-class manufacturing facilities.
- Robust R & D capabilities.

The Challenge



The volume and complexity of inbound interactions spiked dramatically for KEI's contact centres irrespective of the result of normal seasonal business or the result of external environmental factors.

Contact centers typically use reporting and analytical tools to crunch data and generate reports that benefit organizational performance. With so many separate reports and systems jumbled together, getting accurate and consistent reporting becomes a colossal problem to contact center managers.

Due to call pathing in outgoing calls, it takes up a lot of call completion time which affects call management process. There was no CDR for outgoing calls since agents forced to use mobiles in order to

reduce the call completion time.

Contact centers are particularly vulnerable to privacy breaches. The number was masked on the CRM but the issue was about enabling agents to call those clients without the contact numbers being visible.

Everyone has been on the customer side of business phone call, so the frustration with being on hold for extraordinary lengths of time, or being misdirected, or simply dropping out, needs no further description. A bad early experience can create a lasting impression, and a lost client is almost impossible to get back.

Key Issues faced:

- Inaccurate Reporting and Analytics.
- No CDR for outgoing calls.
- Lack of global mobility.
- Keeping a track of calls and monitoring them were difficult.
- Lack of call flow management.



The Solution

CloudConnect's Contact Center Solutions helped KEI overcome the challenges faced when it came to the aspects of business communication management.

- One number reachability with IVR to connect with all departments and users.
- Internal Call Transfer/Conference internally as well as externally.
- Corporate DID number to connect with agents instead of individual mobile number for outgoing calls.
- Instant calling ability using corporate DID.
- Monitoring agents calls using Whisper or Bargain to improve call quality.
- Detailed CDR for outgoing calls.
- Global mobility with Corporate Telecom Identity.
- An efficient call flow management.

Bringing together tech, digital and communication.

KEI could access the business phone system from anywhere and configure it according to their requirements.

- **Accessibility:** Got access to the admin portal with an internet connection from anywhere to manage the agents and call flow.
- **Smart Call Management:** Could efficiently handle inbound calls with advanced ring groups and call queue algorithms.
- **Minimum Hardware Requirements:** Got to setup a personal workstation, a good headset, and a quality internet connection.

CloudConnect's Contact Center Solution allowed KEI to connect all telephony aspect in their CRM using web phone via APIs and webhooks.

KEI is happy with all integrations and a lot of advanced features. This also has given CloudConnect a much advanced suite of APIs which can now be used for more businesses who want customized solutions integrated with their own application.

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.
- 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, companies 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, company'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 helps 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, companies are 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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