



# SHIPYAARI Case Study





## Company profile

Shipyaari is part of avnbiz.in and their goal is to provide eCommerce companies with solutions that fuel business growth.

Their investments in Technology & Partnerships ensure that eCommerce businesses can focus on:

- Offering enhanced buying experience to consumers.
- Improve COD deliveries ratios.
- Reduce cancellations & returns.

### USPs of Shipyaari

- API is user-friendly, trustworthy and quick.
- More than 25000+ pin-codes for prepaid orders and more than 19000+ pin-codes for COD.
- The strong operational control ensures that parcels are delivered within SLA mentioned and if it crosses the threshold then it's free of charges.
- No charges on RTO shipments.
- Express COD.

# The Challenge



The shipping and delivery industry has seen a boom in recent times, particularly during the COVID-19 pandemic. Global national lockdowns gave way to the rise of online shopping for both large and small businesses. The shipping industry is prone to many issues—delays, lost packages, spillage. Whether things go right or wrong during transit, keeping the customer informed is paramount to running a successful shipping business.

The volume and complexity of inbound interactions spiked dramatically for Shipyaari's contact centres irrespective of the result of normal seasonal business, responses to marketing campaigns, or the result of external environmental factors such as the coronavirus pandemic. 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. Shipyaari has existing 35 odd contact center people having access to all customer data. The number was masked on the CRM but the issue was about enabling agents to call those clients without the contact numbers being visible.

## 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.
- Communication during emergencies seemed to be a distant option.





# The Solution

**CloudConnect's PBX Solutions helped Shipyaari's Contact Center 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.

## Bringing together tech, digital and communication.

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

Shipyaari is happy with all integrations and a lot of advanced features, which were not present on Exotel. 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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