

**CASIO****INDUSTRY:**

ELECTRONICS MANUFACTURING

The watch industry in India is expected to grow at a CAGR of 20.32% from 2020-2025. Ever since the wristwatch was invented in 1868, it has been an important fashion accessory. Evolving from analogue watches to digital watches and now, smartwatches, they are sold through various channels, both online and offline.



The Result

A smooth call flow, streamlined business processes and an effective ticketing system really helped boost their support centre productivity.

- ❖ **Efficient management of incoming calls:** With detailed call records and call analytics, Casio could now supervise and effectively manage its support performance
- ❖ **Maximising outreach:** The virtual number for outbound calls helped Casio reach out to a larger number of people and create more leads
- ❖ **Operating from a single unified platform:** Webhooks allowed them to integrate customer issues into a ticketing system that generates individual tickets for any support-related issue. This ensured timely updates on progress and quicker resolution for customers

Services Used



Toll Free Number

Enhance Customer Satisfaction, Establish National Presence, Easy Brand Recall, Unique Marketing Tool



Virtual Mobile Number

Eliminate Setup Cost, More than Just a Number, Geographic Flexibility, Call Tracking Dashboard

The Problem

When this renowned brand approached us, they were looking for cloud telephony solutions to simplify their business communication. We were more than delighted to lend our services.

Casio came to us with a straightforward requirement: to manage their inbound calling communications with the help of toll free numbers. Prior to Servetel, they were using simple landline numbers and faced many challenges.

- ❖ They were unable to track and supervise incoming calls
- ❖ Couldn't gauge agent-wise performance or call metrics for customer queries
- ❖ Casio couldn't resolve queries with the set TAT
Had poor call analytics and an expensive communication system

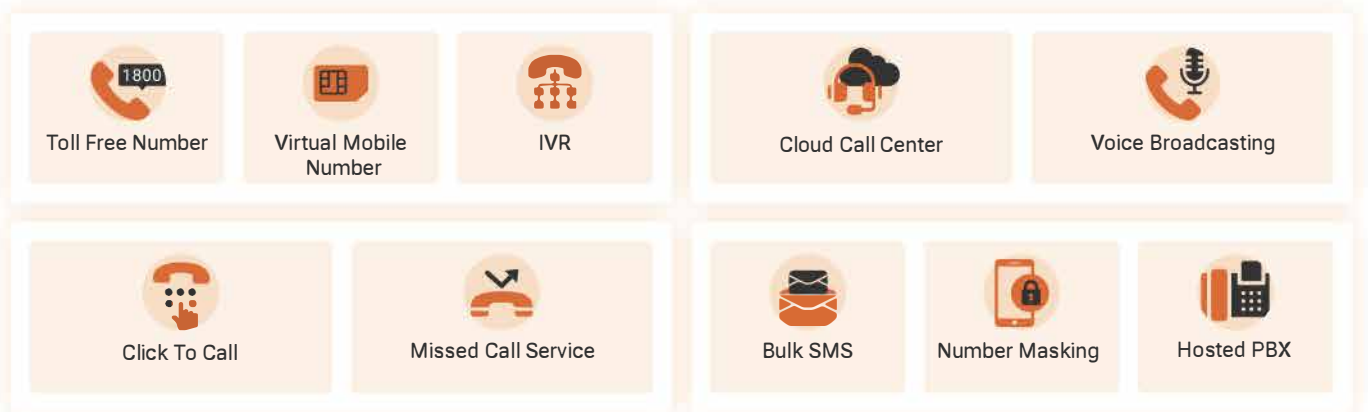
The Solution

We went over several specifications to create the ideal solution for Casio. As an industry leader, Casio's customer communication had to be perfect.

Since Casio's watches need specialised skills to repair and refurbish, they required a strong support department to assist their customers. Servetel provided Casio with a streamlined flow of communication, where callers could enquire, seek support or provide feedback on all of their products. Here's what we offered:

- ❖ A toll free number for all incoming calls
- ❖ A virtual landline number for outbound calls
- ❖ Webhooks to assist with their ticketing system

Our Services



*Start your services today and never stop:
With instant deployment and 99.99% up-time, We've got your back.*

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