



INDUSTRY: EDUCATION

Most people would agree that YouTube has been a catalyst for change in how all industries function and communicate. In fact, 'The YouTube Revolution' has altered the way we consume media and how we expect brands to interact with us. This includes the education industry as well and teachers can now share educational content on social media, in lieu of offline coaching centres. Like attending a lecture, but virtually. Exampur is one such example with 10M+ subscribers on Youtube.



The Result

A centralised, well-managed system has helped Exampur streamline its customer service.

- ❖ They take, manage and resolve an average of 5000+ calls on a daily basis
- ❖ Each of these calls is tracked and supervised for better query management
- ❖ Each solution supports remote working, hence their agents can log in from anywhere
- ❖ The voice broadcasting solution helps them keep all their customers informed. It also helps track the kind of content their customers want

Services Used



Virtual Mobile Number

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



IVR

Auto-attend Incoming Calls, Boost Agent Productivity, Handle High Call Volumes



Voice Broadcasting

Flexible Pulse Slabs, Unlimited Scalability, Real-Time Call Analytics, Enhanced Customer Support

The Problem

Exampur is an educational channel, creating and providing content on platforms like YouTube. The company also offers study material like books, various subject guides and mock test papers. They have multiple branches across the country and a YouTube follower count of more than 10 million subscribers.

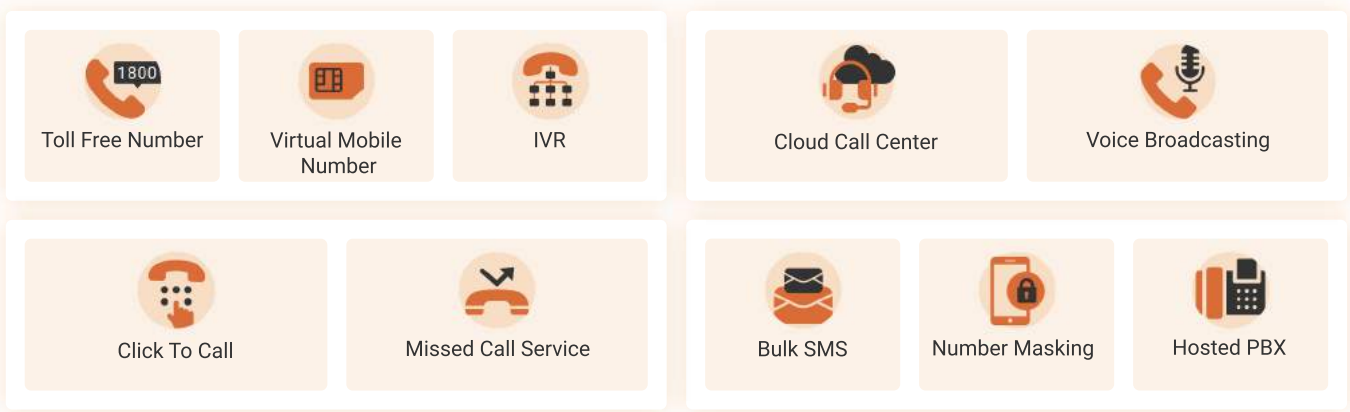
- ❖ To manage such a vast network and distribute their study material, they wished to deploy cloud telephony solutions
- ❖ The company also struggled to manage and organise student queries on their guides, test papers, course availability and so on

The Solution

When they had first entered the market, Servetel initially offered a virtual number with multi-level IVR services. But that was just the beginning. Now, they have six virtual number solutions with IVRs for each of their branches.

- ❖ Exampur's centralised number is a virtual number provided by Servetel
- ❖ They have also deployed integrations to sync their CRMs with our solution
- ❖ Servetel helps them manage 120+ agents and their systems
- ❖ Exampur also uses our voice broadcasting solution to provide timely updates and information on upcoming courses or competitive exams

Our Services



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