

The Only Guide You Need:

# Cloud Telephony

# 101

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Let's talk about cloud telephony. This is the only guide you need to understand what is (and how) cloud telephony works.

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# Introduction

If we had to guess why you're here, it must be because you are looking for the best all-in-one customer experience solution. If you are someone who is building a small business or someone already running a successful enterprise, you would definitely need a communication system or solution that offers a rich feature list and doesn't burn a hole in your pocket.

In the next few pages, we hope to give you a clear understanding of cloud telephony and help you make the right transition.



**By the end of this book you will learn:**

- ✓ What is cloud telephony?
- ✓ Is it right for your business needs?
- ✓ What are the must-have features?
- ✓ Deployment strategies

# 01

## Why should businesses invest in phone systems?

It is natural for you to question the importance of phone calls in the age of social media, emails and SMSes. On the surface, it may seem like traditional methods of customer support might have taken a backseat. However, according to a study, 68% of call centre communication still involves telephonic conversations.



Given this premise, you might ask this question “how can I support my customer better?” It's simple, find out a way to better manage your phone systems.

# 02

## From here, to the clouds: Evolution of cloud telephony

Just like any other invention, cloud telephony improved its offerings with each successive rollout. Earlier, businesses had to install massive boxes in their offices, known as PBX systems. This box acted as the telephone exchange for all their calls. Before that, conventional wired telephones were scattered across office floors.

Even then, these PBX systems offered **modern features** such as Interactive Voice Response (IVR), call forwarding and call routing, which are still very popular today.



**However, the overhead expenses associated with this system was a dampener. Let's look at why:**

- ✓ Needed additional infrastructure to house these large systems
- ✓ Needed a special team to manage them
- ✓ Simple changes, like changing the greeting message, took very long
- ✓ System updates could halt processes or delay them significantly
- ✓ Had employees glued to their chairs in order to answer calls
- ✓ Couldn't outsource remote staff during busy or peak season
- ✓ Needed high maintenance by the office staff itself, couldn't outsource
- ✓ Made scalability and flexibility a huge issue because of the infrastructure and money involved

Therefore, a system with minimal infrastructural need and maintenance cost became the need of the hour.

# 03

## What is cloud telephony and what does it offer?

Cloud telephony is a technology that takes your business communication to the cloud. It is a faster, more efficient and minimal version of the traditional PBX system. It supports your call management but does so in a fraction of the time and cost compared to the traditional PBX system. All this, without compromising on the quality of service and adding a number of features to make everything seamless.



Cloud telephony has truly changed the way the market operates, with several reliable service providers that guarantee optimal service, at a genuine price, with top-notch features bundled together.

In fact, great service providers usually offer expert assistance and run the entire management and the servicing of systems for the company. They offer 24x7 service and SLA-backed uptime without costing a fortune.

These cloud solutions can simplify business processes, streamline communication and elevate customer service in the blink of an eye. They are easy to scale, customise and extremely user-friendly.

All solutions can be managed through a unified, online portal that allows businesses to track, monitor and supervise communication activities. The portal offers intelligent insights, tracks KPIs, and creates reports that help finetune and align marketing endeavours.

Truly, with cloud solutions at the helm of business operations, customer service agents can go remote, be accessible 24x7 and optimise all their tasks in the best possible way.



# 04

## How does cloud telephony work?

To put it simply, cloud telephony can perform the following tasks:

- ✓ Organise and distribute all calls
- ✓ Route and forward calls to the appropriate destination (agent or department)
- ✓ Provide a call to action for customers through interactive systems



The customer calls on a cloud number—either a toll free number or a virtual number—and hears a greeting message. For example, “Welcome to ABC Ltd. Press 1 for Hindi, Press 2 for English.” The customer, based on

their preferences, will select an option using keypad inputs.

Later, the call history, including the caller's information and the option selected, is easily tracked using the online portal. Moreover, all cloud telephony solutions and features can be **integrated with any CRM,** application or software you use.

You must be wondering, does your business really need cloud telephony solutions? We will answer that by telling you more about cloud telephony products and their features.

# Cloud telephony **products** that we love

Products	Features
Toll free numbers	Call routing strategies
Virtual numbers	Call analytics
IVR System	Auto-notification SMS
Voice Broadcasting	Call recordings
Bulk SMSes	Campaign scheduling
	Database integration
	DND Checks
	Call queueing

# Cloud solutions that work like magic



## Toll free numbers

If you are a modern customer who believes in offering trustworthy service, we are sure you have come across toll free numbers (1800 numbers) at least once in your lifetime. These numbers are used for customer resolution and are dedicated to customer service delivery. While toll free numbers are free, they add a lot of value to your customer experience.

What's more? These numbers can also help you with lead generation, ensuring you stay relevant with the help of attractive numbers.

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## Virtual numbers

Virtual numbers are numbers without any physical presence. Instead of sim cards, these numbers are placed on the cloud and have tremendous capabilities. One such ability is for virtual numbers to have an infinite number of extensions attached to them.

You can scale instantly or add and remove extensions from a virtual number, without any outside assistance from the support teams. Furthermore, these virtual numbers can be attached to a smart IVR system to deliver unparalleled services.

The flexibility and reliability offered by virtual numbers is what makes them unique. Through these numbers, you can amplify your business reach and make every marketing campaign a success.



### **Interactive Voice Response**

Need an interactive voice behind all your business numbers? IVR is your friend! If you are a business relying heavily on incoming calls, you shouldn't think twice about getting an IVR system deployed for your office.

It works as an auto-receptionist and navigates the caller towards the right agent or department while greeting them with a pleasant, professional voice.

IVR can be added to any of the cloud telephony solutions to make it more interactive and efficient. In addition to this, IVR also supports advanced features such as call analytics and recordings to allow performance tracking and insight mining.

An IVR solution tops our list of “must-have cloud telephony services.”

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### **Voice Broadcasting**

Ever heard of mass calling? Or bulk calls? These are nothing but cloud telephony supported automated voice calls. Voice broadcasting is an interesting tool to help you spread mass awareness about your products and services or discounts and offers.

They are automated calls triggered to spread the word. When the audience hears a pleasant message, your conversion rates increase significantly. It is natural for an automated call to remain in your memory due to its high recall value. If it's a political leader's agenda or a call from a credit card trader, chances are, these calls always stay in your mind. And, that is the aspect of voice broadcasting that monetises this efficient solution.

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### **Bulk SMSes**

Bulk SMSes work just like voice broadcasting campaigns. To make your marketing stronger and your results better, bulk SMSes are the way to go. They are one of the most

customer-friendly and easy to use tools for a marketer.

There are usually two categories of SMSes—promotional and transactional. Promotional, as the name suggests, promotes offers, services and are usually used by marketers to entice customers. Transactional messages, on the other hand, include OTP's, order tracking messages and other updates.

The USP? You can schedule messages for a later time and date as per the needs of your campaign. You may also use these messages to set reminders and send emergency messages.

All in all, Bulk SMS is the easiest way to reach your customers.

# ...With attractive **features** that make everything seamless



## Call routing strategies

When a customer calls, they need to reach the right destination quickly. Intelligent call routing strategies like parallel ringing, round-robin or order-by lets you customise the way the call will ring for your agents.

You can select from a list of strategies or also, based on your preferences, create your own.

### Benefits :

- ✓ Favourable experience even for customers calling you post-work hours or on holidays
- ✓ You can even establish a personal connection with the callers of different regions by routing their calls to the agents fluent with their preferred language
- ✓ With additional bonus of stick agent feature, ensure that customers are navigated to their preferred agents to avoid any kind of lag in service delivery



## Call analytics

Every marketing effort goes in vain when you cannot measure the performance and analyse the results. With cloud telephony, however, you get a user-friendly portal to examine how your campaigns are performing and make informed decisions.



#### Benefits :

- ✓ Track and supervise agents and their productivity
- ✓ Identify repeated call pattern and queries
- ✓ Hire staff according to the call flow
- ✓ Never miss a call



## Auto-notification SMS

Update your callers with automated follow-up messages and stay on top of their minds, always. You can even include your company's website link and track traffic from these SMSes.

#### Benefits :

- ✓ You can use these SMSes to automate feedback process and deliver better experiences for your customers
- ✓ Use it to confirm COD orders or verification
- ✓ Keep the sales cycle going by proactively communicating with your customers



## Call recordings

Get unlimited access to your agents' conversations for any future references or training purposes. Use it to enhance performance and learn what went wrong (or right). These records can also come in handy during agent-customer conflicts.

#### Benefits :

- ✓ Record of your customer interactions
- ✓ Track agent quality
- ✓ Conflict resolution
- ✓ Training and development
- ✓ Get key performance indicators to measure and improve your overall quality



## Campaign scheduling

You can manage and initiate your campaigns as per your own need using this feature. It supports voice broadcasting products and helps you yield better results.

#### Benefits :

- ✓ Plan your better campaigns to drive impactful results
- ✓ Improve return on investment



## Database integration

Automatically integrate your existing customer base with your dashboard, without wasting any time or effort. With all your customer data on one portal, with statistics and reports that you can track, campaigns have higher success rate.

#### Benefits :

- ✓ Access all your customer details in one place
- ✓ Give your agents all the customer information they need, before they even start the conversation
- ✓ Always keep a tab on your client conversations



## DND Checks

Cloud telephony tools, like bulk SMSes or voice broadcasting, automatically discards do-not-disturb or DND numbers. These numbers get filtered out, allowing you to reach a qualified set of audience, always!

#### Benefits :

- ✓ Save time and effort by following up with DND customers
- ✓ Provides qualified leads and improve your client base



## Call queueing

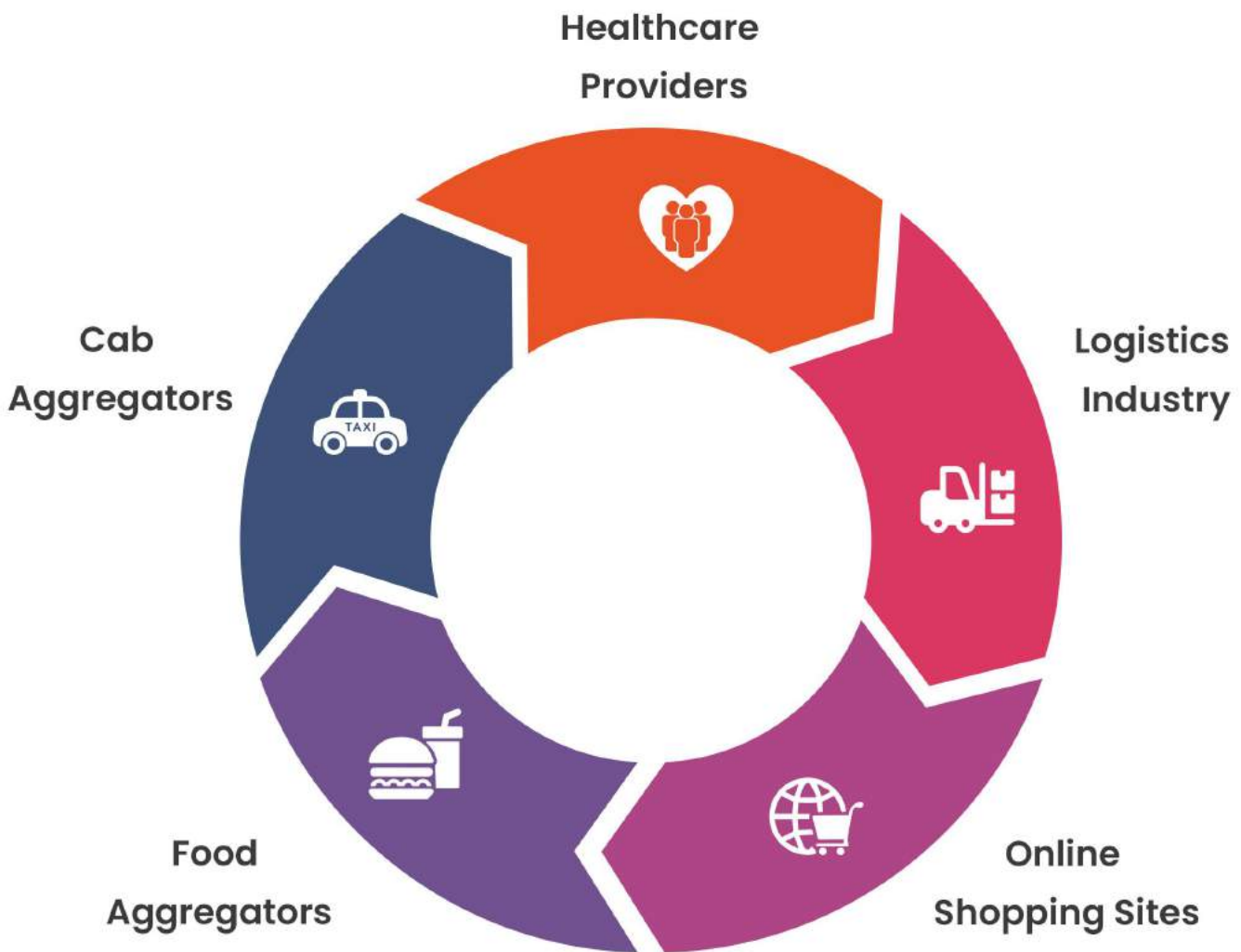
This feature comes in handy during large call volumes when all your agents are busy on other calls. You can put the caller in the queue and get back to them when lines are free. This feature does the trick pretty well!

#### Benefits :

- ✓ It enhances the overall customer journey and experience
- ✓ Reduces call abandonment rates
- ✓ Faster resolution to call queries

# How we've changed the way our clients communicate

Cloud telephony services are said to improve operational efficiency of large players in the marketplace. Some of the industries cloud telephony can support include:



# Here are a few ways enterprises can use **cloud telephony**

## **CASIO**

Call management system,  
powered by **Servetel**

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

### Challenges

- ✓ Inability to track and supervise incoming calls
- ✓ Unable to gauge agent-wise performance or call metrics for customer queries
- ✓ Unable to resolve queries with the set TAT
- ✓ Poor call analytics & expensive communication system

### Solutions

We went over several specifications to create the ideal solution for Casio.

#### **Delivering bespoke solutions in 3, 2, 1...**

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. Here's where we came in.

### ❖ Efficient management of incoming calls

We provided a toll free number for incoming calls, a virtual landline number for outbound calls and Webhooks to assist with their ticketing system. With efficient call records and detailed call analytics, Casio was able to 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, on the other hand, 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.



## Vendor communication solution, powered by Servetel

Michelin was already a valued client. Using our direct inbound calling solution to generate leads. After gauging customer insights on the call management scenario, here's what we noticed:

### Challenges

- ✓ Although Michelin had a single -point-of-contact (SPOC) for their vendors, the latter was unable to track the performance of the company's dealers/distributors
- ✓ Call segregation between answered, unanswered, and missed calls was lacking
- ✓ Poor call data management

### Solutions

For an industry as lucrative and extensive as automobiles, it's important to have a strong dealer and distribution network.

Many dealers prefer to market multiple tyre brands under one roof. Because of this, it becomes imperative for individual brands to supervise their dealers and maintain transparency.

Servetel deployed 400+ virtual numbers; one for each Michelin dealer.

Coupled with SMS alert service for all missed calls, and detailed call pop-ups, Servetel ensured better call tracking and management. We also enhanced coordination between the dealers and the brand.

## Revamping **customer experience**

### ❖ Better tracking and performance evaluation

Call recordings and analytical reports helped check performance and compliance; boosting quality and profits for the brand.

### ❖ Data sharing using Webhooks

Not only this, using the Webhook integration capabilities of Servetel, the data was shared directly with Michelin's server. This meant that the manufacturer didn't have to log in separately on our portal, allowing them to use their existing platforms for data transfers.



## ❖ Bespoke service delivery

Furthermore, in order to better track the dealers, we offered keyword mapping. With this feature in place, supervisors could optimally scan through conversations and map keywords important to the brand, like 'Michelin'.

After delivering the right solution for their call management needs, Michelin referred us to their branches in Dubai and Thailand as well.



## Servetel's IVR services to centralise its operations across branches

Most people would agree that YouTube has changed the way industries communicate with their audiences. 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 with teachers sharing educational content on social media, in lieu of offline coaching centres. Like attending a virtual lecture. Exampur is one such example with 10M+ subscribers on Youtube.

### Challenges

Apart from their successful YouTube channel, the company also offers study material like books, subject guides and mock test papers. Managing multiple branches across the country, the brand had the following concerns:

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

## Solutions

During their initial days, Servetel initially offered a virtual number with multi-level IVR services. But that was just the beginning. From there, they have grown to 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 integrated their CRM with our solutions
- ✓ Servetel helps them manage their systems and over 120 agents
- ✓ Exampur also uses our voice broadcasting solution to provide timely updates and information on upcoming courses and competitive exams

## Results

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

# Cloud telephony clue card

Want a quick lookup for which Servetel's features suit which functions in your organisation? Here's a clue card you can print right away and refer to.

Team	Handy features
Sales	Call center solutions
	Missed call services
	Call detail recordings
	Automated feedback through SMSes
Customer Support	Contact centre solutions
	Automated feedback
Marketing	Missed call services
	Number masking
	Voice broadcast
	Tracking and ROI analytics
HR	Call centre solutions
	Missed call services
	Automated survey



## The future of **cloud telephony**

Cloud telephony solutions are a success because they can be completely outsourced and managed by a service provider. They operate at lower costs and add great features. A mix that traditional PBX systems can't offer.

The flexibility, scalability and reliability of cloud telephony solutions have made it a deciding factor for a decent customer experience.

It is already supporting the future of work—**remote working**. Solutions like toll free numbers and virtual numbers need not require agents to work from the office, and they can cater to incoming calls from anywhere, and any device. If this is not the future of work, then what is?

If you have made up your mind to switch to cloud telephony, try Servetel Communications and watch how we enhance your service delivery.

# About us

Servetel Communications Pvt. Ltd. is a leading cloud telephony service provider for businesses based in India. We offer services like hosted contact centres, number masking, missed call services, virtual phone numbers with call tracking, IVR number and bulk.

Our solutions are flexible, scalable and easy to use. With over 20+ solutions, we cater to a wide range of clients, regardless of their business size and type.

Are you ready to take your business to the cloud?

Call us at **1800-103-6989** or  
drop us a mail at **[sales@servetel.co.in](mailto:sales@servetel.co.in)**

[Start your free trial](#)

