



BI Worldwide builds stakeholder engagement through Kaleyra

Executive Summary

As firms today are continuously expanding their operations for an ever-growing customer base, the need for a platform that can effectively manage all business communication is rapidly rising. By replacing the traditional phones system with a smarter, quicker and more efficient call handling system on the cloud, businesses can transform their customer's journey and guide them at each step along their purchasing decision.

Cloud based phone systems pave way for businesses to do a lot more, at a faster pace. This translates to regular and efficient customer interactions with a faster time to market. Be it building customized Interactive Voice Response (IVR) systems that accurately route calls, keeping stakeholders' personal numbers private through call masking, or helping your team leads assess and track agents' performance, Cloud Telephony is the omni-channel platform that will help you understand every specific need of your customers.

Cloud Telephony solutions create a systematic process of handling incoming customer queries, allowing firms to strategically enter new markets, facilitate communication with a large customer base and simultaneously increase profits.

BI Worldwide: building engagement and loyalty for your brand

A global engagement agency, BI Worldwide collaborates with firms to develop measurable solutions that keep employees, channel partners and customers engaged and loyal to brands. It provides a complete guide to building ever-lasting relationships with various stakeholders through employee engagement, sales incentives, channel loyalty, events management and customer loyalty.

Headquartered at Bengaluru, BI Worldwide is a multinational corporation that has grown exponentially and serves over 2000 clients in 125 countries with assistance in 20+ languages. With this success BI Worldwide soon realized that market demand was only going to increase further from here. To meet this demand they had to scale future business strategies and customer communication.

With this level of scaling, it became challenging to manage such a large and diverse customer base spread out all across the globe. Managing the varying needs of different stakeholders which included sending regular updates and handling queries related to travel incentives, employee rewards eLearning, order status, card registration and every other detailed needed to create smooth, hassle-free interactions, became demanding as their customers increased.

Obstacles to complete stakeholder engagement

BI worldwides success in the Indian market and expansion into new ones came with the need to shift their business communication onto a platform that was scalable and could channelize a flow to customer interactions.

Every call missed or customer query that goes unresolved is a lost opportunity for a firm to increase customer satisfaction and build ever-lasting relationships. Even though scaling up business operations, infrastructure and hardware sounds like the most obvious solution, the efforts go in vain if the customer's needs are not met immediately. Through its intelligent messaging and voice solutions, Kaleyra helped BI Worldwide engage its customers right from the start through personalized interactions that could take place at any time, from anywhere.

Kaleyra takes communication to the cloud

Its future-ready platform provided a strategic plan to create a smart, seamless communication plan through cloud telephony solutions that automated the whole process. By providing a robust voice and messaging platform that created innovative solutions for BI Worldwide's specific business needs, Kaleyra helped them drive measurable results for clients around the world.

With their phone system now on cloud, they could access, manage and monitor call flows virtually, without facing any restrictions on growth. Introducing BI Worldwide to the next generation of business communication, Kaleyra provided a unique solutions for each limitation that could occur during their communication process.



Messaging

Kaleyra's next generation telecommunication services are changing the way businesses communicate. Reducing costs and increasing customer interactions hand in hand, it provides a high ROI for businesses that are rapidly adopting its products. With a 99.9% uptime and low latency rate, firms can be assured that they can easily handle customer queries by sending them constant updates, alerts, reminders etc. to address their problem before it arises instead of waiting from them to call in.



Alerts

By sending alerts, BI Worldwide can reach customers at their convenience without having to worry about DND filters. Kaleyra enables sending messages through an efficient delivery channel to communicate with their customers and keep them constantly updated about their bank transactions, send details regarding order status, cancellation, customer support tickets etc.

BI Worldwide uses Alerts services provided by Kaleyra to send passwords for login which acts like a One-time Passwords (OTPs) to have an additional layer of authentication to make the login process secure, keep information private and allow access only from authorized users.

"qw\$Fxxxxx is the password to login to www.tatamotorsguru.com. If you have not requested it, please contact us."

Promotional messages

Kaleyra sends over 500 messages per day. With this vast capacity, BI Worldwide was easily able to inform customer about ongoing promotional offers, discounts, marketing campaigns etc. via text messages to increase traffic, brand engagement and initiate the purchasing decision.

Promotional messages serve as a cost-effective way to inform customers and keep them posted about products, services, ongoing offers, promotions, provide discounts etc. It helped BI Worldwide plan and assess the success of their message marketing campaigns.

"Dear xxxx, based on your overwhelming response, we are pleased to mention that Dus Ka Dhamaka Campaign has been extended till Sep '18. Now earn 100% BONUS points on every 10 Filter Fitment for Jul, Aug, Sep 2018. For more information, get in touch with your distributor. T&Cs Apply. Tata Motors."

"Your OTP for claim/redemption is 20xxx . Tata Motors Guru"

"Hi xxxx, Thank you for choosing your reward under Recognize Program. Please share your feedback on our Reward Marketplace with us at <http://tinyurl.com/y8uod76r>"

Unicode Messages

Through Unicode Messages BI Worldwide was able to provide a personalized experience to its customers worldwide by interacting with them in 87+ language options. Kaleyra's multi-language support creates opportunity to expand into any city in the world and still provide the global customers, local service by gain their trust and bridging communication barriers.



Template

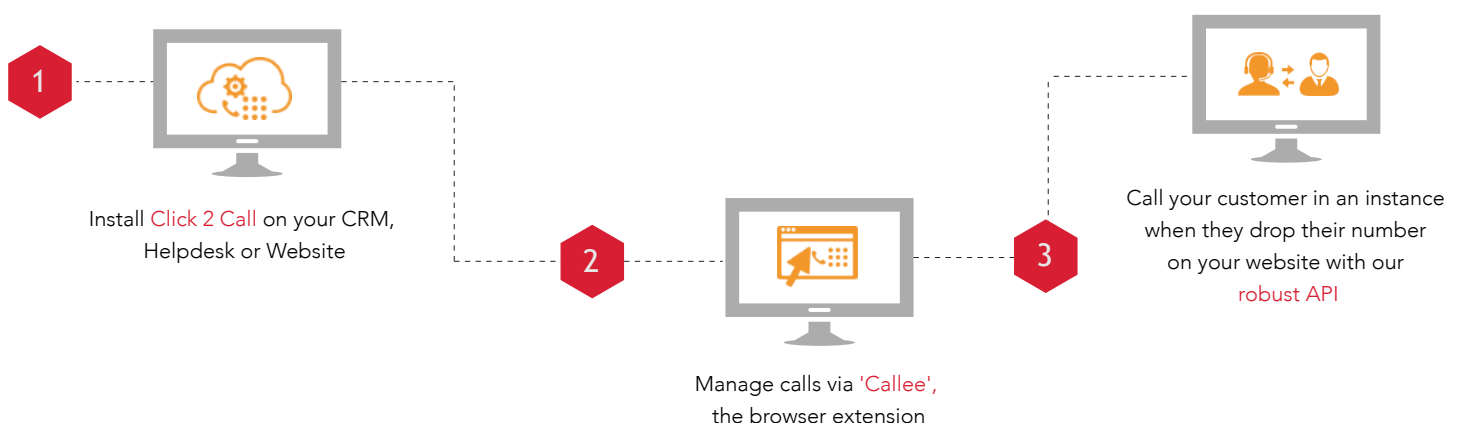
प्रिय चैपयिन, अब मानसून धमाका कैपेन के माध्यम से जुलाई, अगस्त, सितंबर 2018 में फिल्टर की खरीदी पर इनवॉइस वैल्यू का २% बोनस पॉइंट्स के माध्यम से कमाए। अधिक जानकारी के लिए अपने डिस्ट्रीब्यूटर से संपर्क करें। शर्तें लागू। टाटा मोटर्स।

Voice

Kaleyra's intelligent Voice solutions can be set-up in 60 seconds to help reduce operational costs by switching to cloud platform, providing businesses with flexibility to allocate resources optimally. With strong connection with more than 800 network operators across 190+ countries, Kaleyra's voice platform gives businesses a competitive edge in creating strong relationships that help retaining existing customers and attract new ones.

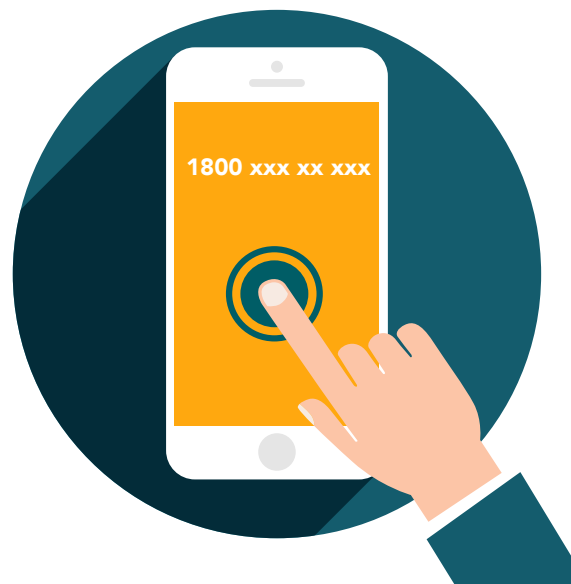
Click 2 Call

While reading through BI Worldwide's website that provides extensive information about its services, several instances might arise where customers would want more details about a service or have concerns about a particular aspect of it. In such situations, Kaleyra's Click 2 Call feature served as a medium that allowed interested customers to reach BI Worldwide in a fraction of a second. This portrays an image of a firm, eagerly waiting to help customers and connect them with a representative, instantly to do so. Through this technology BI Worldwide was able to make a significant difference in sales and quickly resolve support tickets. In addition to enhancing customer satisfaction, generating leads and increasing sales, adding Click 2 Call features also helped it enhance its brand image and support agents working in Customer Relationship Management. Kaleyra offers an integratable dialer that allows agents to automatically make outbound calls. In such a way, agents can take notes during the call, automatically log calls, use voice mail etc. through the same platform. This saves time, minimizes errors and makes representatives better equipped to address a customer's need.



Toll-free Numbers

Through toll-free number, BI Worldwide could increase brand recognition by allowing customers to reach them at anytime for free without incurring personal costs. Kaleyra allows businesses gain programmatic control over their calls and use their Toll-free number for outbound marketing campaigns and route return calls to contact center or IVR. Businesses can port existing number or choose from massive inventory list. The numbers provided by Kaleyra are aged and quarantined, screened and tested effectively to eliminate occurrences of cross talk from previous users. Once you choose the number, you can add as many numbers as business choose and start making and receiving calls from anywhere anytime.



Kaleyra takes customer interactions to the next step

Kaleyra provided a platform that guided BI Worldwide to provide professional call quality and SMS updates which helped create meaningful conversations between their stakeholders. Growing with BI Worldwide at each step, Kaleyra helped build customer relations all around the world without any hindrances. Today, BI Worldwide sends **3 Million** messages per month through Kaleyra's platform, increasing efficiency by 25%. All of this was made possible through one platform that enhances agent productivity, created intelligent call routing, reduced turnaround time and increased the overall productivity of the firm.

Key Takeaways

Through cloud telephony business can now cater to a large customer base without creating need for any additional infrastructure or increasing costs. It ensures that businesses send information to clients in real-time through messaging and voice that add new features to their contact center and create a delightful experience for their customers.

Transform your customer's digital journey through Kaleyra! Reach out at sales@kaleyra.com for more information or call today on 080-40275555 to schedule a live demo.

*This information is based on research conducted within Kaleyra.

