



One of India's biggest offline pharmacy aggregator with presence in - Mumbai, Delhi, Pune, Kolkata, Bangalore, Jaipur. Over 120,000 families across India have used PharmEasy. Pharmeasy has aggressive plans to further expand to Hyderabad, Chennai, Kochi and Indore in 2016.

Business challenge – Building a logistics platform with technology at its core, Blackbuck needed a Looking for one-stop solution for customer communications.

- ✓ Their existing solution was a cloud PBX solution offering only the functionality of tracking & recording the calls on the cloud, whereas what Pharmeasy needed was a solution deeply integrated with their in-house CRM solution
- ✓ Current solution did not offer the benefits of working at scale – a key criteria for Pharmeasy as they had aggressive expansion plans
- ✓ Offline executives on the ground had to be given a telephony option to connect with call center for any queries.

Pharmeasy on Ozonetel –

- ✓ Pharmeasy started with Started with offline agents moving from their existing Cloud PBX solution
- ✓ Present solution deployed is a Mix & match of Cloud Agent offline, Cloud agent lite & Cloud Agent hybrid for over ~200 agents across all platforms
 - Deeply integrated with their in-house CRM solution
 - For agents on field to talk to office - using CA lite, whitelisted numbers only can call

Impact of using Ozonetel

- ✓ Single platform to monitor all business communications has eased the tracking & monitoring process while simultaneously improving the call center's performance.