

 **ACADGILD**

*One of India's largest online education companies offering specific skill development courses from Industry experts founded by Vinod Dham*

**Business challenge** – Started in late 2014, Acadgild was using a Cloud PBX solution with certain limitations

- ✓ Low productivity for agents in the outbound process as the existing solution did not have a system driven dialer
- ✓ Own CRM had to be integrated with the call center solution to avoid parallel usage of 2 systems
- ✓ Challenges seen in scalability of the solution during expansion

**Acadgild on Ozonetel** - Ozonetel deployed an on premise solution with customer owned telephony integrated with in house CRM with the additional features of

- ✓ To ensure a high level of connect between students & execs “Sticky agent” feature was deployed
- ✓ All conversations with students are deeply linked with the in-house CRM

**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.

**Acadgild has scaled to over 25 licenses on Ozonetel's communication platform**