

## Aspiring Minds

**RaviRaj Chauhan from Aspring Minds says** *“All the registrations done from the website are recorded on Freshdesk. These are then uploaded on the Ozonetel platform and the Ozonetel platform dials out to the registered users/customers to complete the registration process. The Ozonetel and FreshDesk integration is very flexible and we don’t have to buy any hardware and software. Our agents can start dialling using a URL. We can ourselves design the calling pattern whether outbound or inbound using this solution. Aspiring Minds used Inbound calling largely for support and Outbound calling for marketing and sales for all registrations done on the website”*

### Business Challenge:

**Aspiring Minds Assessment Private Limited** is an Indian "employability, evaluation and certification company", with offices in Delhi, Gurgaon & Bangalore. They are very soon looking to open offices in South East Asia. When Aspiring Minds started, they did not want to invest heavily into any capex for managing their Business Communication and Contact Center solution. Yet, they were looking for a solution that was technologically advanced and fulfil their business requirements in terms of engaging with their customers efficiently. They were using Freshdesk software to raise tickets everytime there was a registration on their website. They were looking for a solution that could integrate the tickets raised in Freshdesk with the Contact Center and the agents could call the candidates registered on the website and complete the registration process.

### Ozonetel Solution:

Ozonetel has successfully integrated its Contact Centre solution, CloudAgent with Freshdesk software to add telephony to the offering. With this integration, the calls can be handled intelligently and efficiently by the Call Center agents. The agents can view the tickets raised in Freshdesk and can greet the callers by their names, request them to enter their ticket id and provide the ticket status to the callers. The callers are routed intelligently to the appropriate call agent based on the nature of the ticket. The integration provides Aspiring Minds with a cost-effective, enhanced customer management solution.

The Cloud piece of this is a major attraction. With more and more companies moving to the Cloud for plug & play solutions that can work without installing any software or hardware, this type of integration in many instances is becoming a necessity. The Ozonetel’s CloudAgent integration with Freshdesk provides what is characterized as **“an immediate, market-ready solution at a fraction of the cost of other providers.”** This is designed to both increase productivity and cut costs.

### Ozonetel Impact:

- ✓ Lead Handling efficiency has increased by 25%
- ✓ Seamless experience to candidates who register on Aspiring Minds website
- ✓ Not a Single enquiry is missed
- ✓ Very easy to run promotions and campaigns
- ✓ Complete savings in Capex