

Shaadi.com – Ozonetel Case Study

Shaadi.com on Ozonetel: CloudAgent support, Kookoo Customer since March 2013

Business Challenge: All the leads on Shaadi.com get generated online. Shaadi.com had 3 hubs in India, which took care of most their leads/operations in India and abroad. The hub model was not convenient for people who wanted to talk to individuals and wanted personal meetings with shaadi.com representatives. So, Shaadi.com started Shaadi centres across the country. Each Shaadi centre had a centre manager and 3-4 sales people. The leads would get allocated to the agents in the CRM system of the nearest Shaadi Centre from where the leads were generated. The agent would call these leads manually through fixed line. There was no way of tracking the lead until the agent would enter the details into the CRM system. The Shaadi.com head office had no visibility of how the leads were being handled. They also wanted to enable outbound calling through the CRM system so that the agent was forced to enter the details of the lead into the CRM system. That's when we pitched Ozonetel CA.

Shaadi.com has its sales team spread out in over 200 locations and most of them don't have internet connectivity.

Ozonetel Solution: We at Ozonetel, proposed that they bring all their DELs to our data centres across 13 locations in India. Each Shaadi centre was allocated one number from these locations or the nearest data centre. We also did some API integration, which enabled the agents to log into the CRM system and make direct calls to the leads/customers.

With Ozonetel solution, the agent can see the lead on the CRM system and can call directly by clicking on the “**Call Now**” tab. CloudAgent takes care of dialling both the agent and the customer to establish 2 way connectivity. After the call is over, the agent has to fill up the details of the lead in the CRM system and we send all the call data into their CRM system including the call recording. Now, Shaadi.com management has a 360 degree view of what is happening to the lead and the response time to handle the lead.

Ozonetel Impact:

- This has brought in 25% efficiency in handling the leads.
- They have 350 agents across pan India and they are constantly growing. They started with us at 200 agents.
- No capital expenditure in technology and a team to manage the technology solution.