



**USE CASE**  
CUSTOMER  
SUPPORT

**INDUSTRY**  
ECOMMERCE

**INTEGRATION**  
SALESFORCE

Urban Ladder is a successful furniture and décor retailer that distributes its products via its website and mobile application to over 75 cities across India. When Urban Ladder was founded in 2012, buying furniture online was a revolutionary idea for the Indian consumer. Today it is one of the most established names in the market with over 450,000 customers, receiving nearly 1,000 orders per day.

Furniture is not an impulse purchase—it is a high-ticket purchase for most consumers and is bought after much deliberation. This means that good customer support is vital for building trust and assurance. How did Urban Ladder leverage Ozonetel’s platform to create a good customer experience on each one of their 500 daily calls, with less than 20 agents?



Ozonetel's contact center solution is an extremely easy to use tool. Its integration with Salesforce is seamless. While answering calls, agents can smoothly access all customer information, add notes and create follow ups within Salesforce itself. We have successfully utilised the IVR to self-serve customers, and auto dialers to ensure callbacks to every single missed call. This greatly improves both our agent utilisation and customer experience.

Sujatha CM, Manager, Customer Care & Experience

## KEY FEATURES

Key features used by Urban Ladder include:

- ACD to distribute calls to available agents.
- Salesforce Integration enables relevant customer information display on every call. Agents easily add notes and follow ups without toggling between software.
- IVR is utilised to self-serve customers and reduce call volumes
- Auto dialers are used to ensure callbacks on every missed inbound call.

## "WE DO IT ALL IN SALESFORCE": SEAMLESS INTEGRATION

The most critical aspect of the Ozonetel Salesforce integration is that it is invisible. On every call, Salesforce automatically displays who has called, what IVR option they selected, and purchase details (if they have purchased a product). They can seamlessly add notes and schedule call backs within Salesforce with zero toggling.

## ADDING OPTION #3: USING IVR TO REDUCE CALL VOLUMES

"If it a'int broke don't fix it." This philosophy keeps us working in auto pilot. But Urban Ladder shows us how you can proactively analyse your calls and use your IVR to reduce your call volumes and improve service.

On analysing the calls that came into their contact center, Sujatha CM, Manager, Customer Relationship & Experience, realised that many people were calling in to



ask for locations of their newly launched offline stores. Sensing an opportunity, she quickly moved this information to option 3 on their IVR. The result? A marked decrease in call volumes. Checkpoint Reports showed that of the 12,000 calls they received, at least 1,000 did not reach an agent because they were solved at the IVR level itself.

## **EVERY CUSTOMER COUNTS: USING AUTO DIALERS TO ENSURE CALLBACKS**



If a customer calls, and we miss the call, then we have missed an opportunity.

For Urban Ladder, every customer call matters. But what happens when call volumes are high, and you miss a customer call? UL used our auto dialers to solve the problem. If they miss a call, it is automatically sent to an outbound campaign. Whenever an agent is available, the calls are autodialed by a power dialer and connected to them. So, they never miss a call.

## **ENDNOTE: CALLS MATTER, MAKE THEM EXCEPTIONAL**

Phone calls matter. And Urban Ladder effectively uses our tools and features proactively to keep call volumes low, utilise agents effectively, solve problems before they arise, and most importantly, deliver first-rate customer experience.