Case Study

How A Custom Salesforce CTI Connector Enhances Customer Acquisition & Retention

Vertical
Real Estate

SF Implementation Partner
Stetig Consulting

How Can Salesforce Consultants Use Ozonetel CTI API To Build Better Sales Solutions?

Learn how Stetig Consulting, a leading salesforce gold implementation partner, used our open API, salesforce connectors and various tools to create custom implementations that automated and streamlined the sales process for multiple, renowned real estate developers in India.
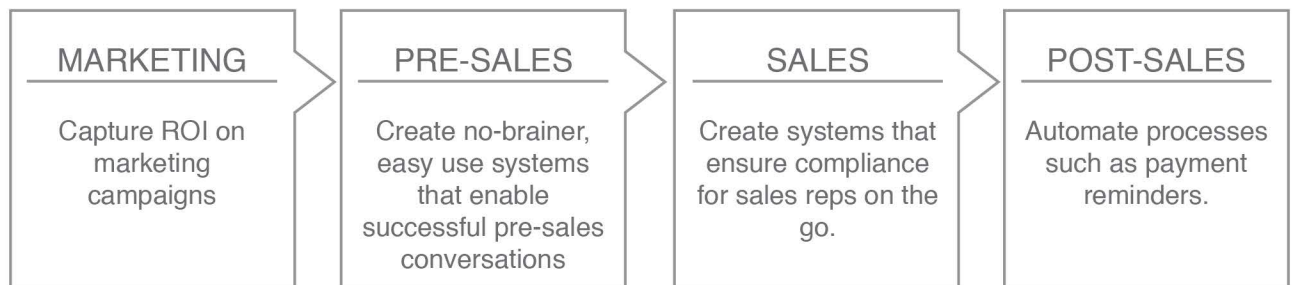
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Stetig's Real Estate product focuses on tight alignment with business processes and enhanced user experience. This required the telephony aspects to be deeply ingrained into the business processes. Stetig and Ozonetel team worked together to produce an innovative CTI CRM integration framework that did just that.

● ● ●   Ankur Priyadarshan, Founder & CEO, Stetig Consulting

What Did The Implementation Achieve?

The implementation was able to streamline processes and reduce human error. The superior experience automatically ensured compliance across the customer lifecycle, from Pre-sales to Post sales.

MARKETING	PRE-SALES	SALES	POST-SALES
Capture ROI on marketing campaigns	Create no-brainer, easy use systems that enable successful pre-sales conversations	Create systems that ensure compliance for sales reps on the go.	Automate processes such as payment reminders.

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The integration framework goes much further than the usual screen pops and call logging. This brings the telephony layer closer to the business processes. The call details including the call timing, call logging, call recording, etc., are used for real time analytics and improve the operational efficiency

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Step 1

Marketing To Sales

Capturing And Ensuring Campaign Effectiveness

Auto tagging the enquiries to the respective sources ensures that users can track their campaign effectiveness.

Step 2

Seamless Pre-sales Process

Making It Easy To View & Capture Information

Follow up
reminders

Missed call
notifications

Shuffle
lead priority

Efficacy of the call centre operation is paramount in lead nurturing and improving conversion. Timely reminders on customer follow-ups, real time notifications of missed calls, shuffling of lead priority based on number of call attempts are some of the features that sophisticated system should offer.

The CTI solution offered an interface that **maximises agent productivity despite high levels of churn** in the team.

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The analysis and decision making are completely handled by the system. For example, it is the system that tags the call context to the right customer. The agent can focus on their primary objective, which is meaningful customer interaction.

Lalitha Bhat, CTO, Stetig Consulting

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Step 3

Mobile Sales Solutions

Creating Systems That Ensure Compliance & Enable Tracking For Sales Reps On The Go

Virtual Routing

Number Masking

Click to Call

Sales managers need to coordinate with clients for site visits and are rarely at their desk. Salesforce App integration is essential. But how do you ensure that sales teams use your system?

Together, we **created a foolproof system** using virtual routing, number masking and click to call that ensures every sales manager logs in to salesforce for their calls. Every conversation is captured, making it easy for the individual sales managers as well as the business to stay organised and on track.

Sales Managers can view all call interactions with their customers through a single pane of glass. This helps them quickly recap their conversations, and plan for the next day. Audit and compliance features are available for the supervisors.

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> Sales managers want to maximise the time they spend speaking to the prospect. Any extra effort to record data for compliance takes away the focus from customer nurturing. So, we make it easy for them by creating a system which removes monotony while ensuring compliance.
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> ● ● ●   Lalitha Bhat, CTO, Stetig Consulting

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Step 4

Automated Post Sales

Automating Payment Reminders

Most of our real estate clients require a post sales call center to solve existing customer queries, and to remind customers about their upcoming payments. For this, Stetig is planning to use our outbound IVR alongwith dialers to send personalised payment reminders to each customer on the database. The IVR can accept yes/no responses or escalate calls to a live agent at any time, as needed. Every call will be recorded and available against customer ticket.

Customer Benefits

| Campaign tracking | Improved follow-ups | Better agent efficiency | Assured compliance | Easy conversation recaps | Easier supervision |

Endnote

"A lot of implementations fail when 10 out of 100 calls don't get logged. This makes the users teams lose faith in the system. People don't use the system unless it works 100% of the time." explains Lalitha. Our solutions have been tested across thousands of calls, for multiple real estate clients in India. And calls are logged accurately every single time.

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Ozonetel's superior call handling features and easy to use APIs allowed Stetig to create a holistic CTI solution for many of our marquee customers. This has created a platform that can be leveraged and enhanced further.

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