

C-ZENTRIX MISSED CALL SOLUTION

LATEST RESEARCH REPORT SAYS- India is the “King of Missed Calls”

“Indian middle class segment is found to be the biggest users of Missed Calls”

“84% of Indians says that they use Missed Calls to save money”

Indian customer base have been found to be most responsive when asked to respond to any request using Missed call than a call or SMS.

It is found that Missed call campaigns generates 5 times more leads as compared to any SMS, call or Email campaign

Why Is It A Hit

- Most non intrusive mode to reach the target audience
- A non-conventional Pull measure against the traditional Push method; instigates target audience to show their interest
- Least effort consuming
- Free of cost for the end user
- Helps enterprise generate genuine leads absolutely free of cost

C-ZENTRIX-Missed Call Service

- C-Zentrix provides you with an innovative service of Missed call to help your business flourish with minimal amount of investment.
- It is the simplest way to capture customer information without incurring any cost on either sides
- C-Zentrix Missed call service lies outside the provision on NDNC regulation
- Easy integration with C-Zentrix contact center solution
- Implementation requires effort as less as one man day

C-ZENTRIX-Missed Call Service

CTI interface- The customers caller id can be pushed to any third party application including

- **Lead Management System** for storing all the leads generated and running a marketing and sales campaign on the same
- **C-Zentrix Dialer** for instant connect to the potential customers by the tele-sales team
- **SMS gateway** for immediately pushing SMS to the customer with relevant details

How Does It Work

- C-Zentrix missed call server can be created with standard PRI lines and a Xeon server
- Single server (XEON server) can help you create a missed call service for up to 8 PRIs.
- The PRI numbers can be tolled or toll free but in any scenario the cost incurred by either parties-customer and the owner is negligible for any call as the call is disconnected as soon as it hits the C-Zentrix server.
- The caller id of the customer is stored in the C-Zentrix missed call server for further processing.



A Real Life Case ^{1/2}

Customer- Bookmeahotel.com*

- Bookmeahotel.com installed the C-Zentrix missed called service with the C-Zentrix Dialer
- Customer flashes a 180030003000 number as missed call number across the country for inquiry regarding any booking
- Any traveler in any corner of India who needs an instant information dials the missed call number
- He instantaneously receives an SMS acknowledging his missed call and is told that he will receive a call from an expert soon
- Within a minute he receives a call back from the Bookmeahotel.com call center with the expert giving him all the details about the best availability of the hotel in his area.

*Dummy example

A Real Life Case 2/2

Benefits to the Customer

- Bookmeahotel.com assures a **customer delight** for its services using the missed call service
- The missed call number becomes a **top brand recall** for Bookmeahotel.com customers across India
- Bookmeahotel.com becomes the **most preferred site** to look for hotels
- Bookmeahotel.com achieves **multiple folds increase in its lead generation** at a fraction of the cost of any other marketing tool

*Dummy example

Thank You

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