

#BusinessOnJio

CloudConnect Communications Pvt Ltd enables seamless customer experience across locations with Jio's smart solutions

About CloudConnect

CloudConnect Communications Pvt Ltd is a regulatory compliant B2B Virtual Network Operator that offers enterprise grade end-to-end Cloud Telephony services including Class 5 PBX Communication System, Omni-channel Contact Centre Solution, Conferencing & Collaboration services, Hosted Smart IVRs, Teleworking Suites etc. that enable users to connect, track & manage teams across locations anywhere, anytime using VoIP and PSTN.



01 CHALLENGES

CloudConnect provides telephony solutions in Noida, Delhi NCR & Bengaluru locations with centralized setup and data base server in Noida. All their calls were routed via the Noida data base, irrespective of the call destination which also meant that customers from, say Bengaluru, would not see a local number in incoming calls. With all this CloudConnect was dealing with-

- Compromised call quality
- High drop rates
- Low call acceptance rates

Which in the end, meant bad customer experience.

02 JIO SOLUTION

Jio met with the CloudConnect team. And, after rounds of technical discussions and studying all guidelines that regulate these services, Jio arrived at the best fit solution.

Jio's innovative solution not only saved time, effort and cost but also enhanced customer experience manyfold! The solution entailed the following;

- SIP Trunk in Bengaluru
- MPLS connectivity between Noida and Bengaluru, making it possible to connect the two centers and route traffic between Hub and Spoke DC for call terminations
- Display of Bengaluru CLI to the recipient increased call acceptance rate

03 BENEFITS

CloudConnect immensely benefited from this solution. They have solved a long pending problem and garnered goodwill from customers, without spending exorbitantly. Here are some key benefits of using this solution-



Resource Optimization

No need to set up new Data Center/s as calls can be routed over MPLS connectivity



Operational Efficiency

Seamless initiation and transfer of calls across locations



Better Customer Experience

Minimum call drops and higher call acceptance as local number appears on recipient's phone



Scalability

Easy to scale solution, providing flexibility to expand business to multiple locations



Cost Saving

OPEX based model without any fixed investments on infrastructure

CUSTOMER SPEAK

“With Reliance Jio's technical competencies, we were able to test our solution and launch the services faster to our customers. Our end-user experience is a result of Reliance Jio's robust network and modern cloud offerings. We like the open and clear communication they maintain with us and have really benefited from their quick response and innovative mechanism to derive this unique solution. We have immense trust and faith in Reliance Jio.”

Rohit Singh,
Head (Products)
CloudConnect Communications Pvt Ltd