



M3M is today ranked amongst the foremost real estate brands in Delhi/ NCR and their rapidly expanding portfolio is transforming M3M into a conglomerate of business verticals that straddles: residential, commercial, retail, hospitality, education and IT/ SEZ.

### **Business challenge –**

M3M was running its call center operations based out of delhi catering to servicing existing customers & running sales campaigns for new customers.

- ✓ Their existing solution was a legacy PBX system with none of the features of running an efficient call center - Call recording, Call routing, Welcome IVR etc.
- ✓ Tracking of multiple campaigns running for Sales & Service was limited and dependent on agent quality
- ✓ Additional services like IVR voice blasts for promotional purposes or for feedback were limited in the current solution
- ✓ The call center platform needed to be compatible to handle international calls also.

**M3M on Ozonetel** – On-premise hybrid solution deployed with customer owned telephony (PRI)

- ✓ Inbound IVR
- ✓ Voice Blast for Feedback survey
- ✓ Voice blast for domestic & international customers for payment reminder
- ✓ Integration with Siebel CRM for campaign wise screen pop & call back for updating call details in client CRM

### **Impact of using Ozonetel**

- ✓ Single platform to monitor all business communications has eased the tracking & monitoring process while simultaneously improving the call center's performance

*“With the help of Ozonetel, we are able to service our customers in much more efficient manner. All the phone calls, which are routed through Ozonetel, are being answered and tracked leading to improved quality of service to customers”* - **Navneet Jain ,VP - Chief Information Officer**