



CASE STUDY



SUMMARY AND CHALLENGES

TATA Teleservices has engaged with LiveRoute due to the following challenges:

- ✓ Not able to track and compare the performance of campaigns
- ✓ A good amount of monotonous manual work flow for CRM. This results in wastage of time and resources

INDUSTRY:
TELECOMMUNICATIONS

WEBSITE:
WWW.TATATELESERVICES.COM

IDEAL SCENARIO

- ✓ Single dashboard to view and compare campaign performance, latest trends and overall brand performance
- ✓ Automated workflow from enquiry to closing of the deal and becoming a customer

WINNING SOLUTION

- ✓ Single Dashboard was presented to view the campaign result by Day, Source, Campaign and Product
- ✓ Automated workflow which is facilitating automated flow of Enquiry to Account (closed deal)

Tata Teleservices is using the ICOGZ for their daily Marketing Campaign performance tracking at various platforms and also as a CRM tool with automated Enquiry to Opportunity flow with Call Center Team performance measurement.

- ✓ **Closed Date: November, 2017**

WIN RESULTS

- ✓ **Campaign Performance and Lead Quality:** Due to real time interactive Dashboards of the campaign performance, Tata Teleservices was able to modify the low performing campaigns and were able to increase the Lead Count from 700+ Enquiries per day to 1000+ Enquiries per day. Final result: increased RPC from less than 50% to 70%.
- ✓ **Analytics Dashboard:** Analytics Dashboard is extremely helpful in day to day monitoring of the Leads, Campaigns, Expense and ROI. It also gives the holistic view of the Marketing and Brand Performance on Social Media, Search, Display, Email and SMS Campaigns.
- ✓ **Call Center Performance/Journey of Lead:** Customizable CRM is one other salient feature. Due to Automated flow of Enquiries at various stages, the Call Center was able to improve the call performance by 50%. 600 calls/day to 900 calls / day. Also, they were able to clearly identify Hot, Warm and Cold Enquires and take informed decisions on them. This resulted in 10% increase in customer conversion.