

KATI PATANG ELIMINATES COSTLY, UNSECURED COMMUNICATION SYSTEMS TO BREW PRODUCTIVITY AND IMPROVE CUSTOMER EXPERIENCE.

THE NEED:

Kati Patang, a new age brewery was looking for a communication and collaboration system that enabled a better customer experience, while also providing easier access to the relevant departments and employees and inter communication within different departments and verticals, plus the flexibility and ability to scale at speed.

THE PROBLEMS:

- Existing landline numbers were attended by the reception and a call back was arranged with the relevant department.
- Intercom facility was limited to only desk-to-desk calling.
- Multiple whatsapp groups were used to communicate with different verticals e.g. Marketing / Sales / Billings / Ware houses / Channel Partners / Distributors
- Increasing cost to conduct team meetings, conferences and reviews.

OUR SOLUTIONS:

Smarter. Affordable. Secure: CloudConnect's Cloud Telephony services allows Kati Patang to host their phone system with IVR by improving the caller's experience with easy reach to the relevant department, plus inbuilt features like text and rich broadcasting.

CloudConnect's Cloud PBX service gave Kati Patang team a one-stop, fully functional, advanced enterprise communication solution that replaced their costly traditional telephone carriers and Intercom/PBX systems. Additionally, CloudConnect's analytics on their platform made it far easier for them to contact within departments which lead to improving scope for analysis so they can enhance their business ensuring client satisfaction.

"For a startup like us, maintaining cost-efficiencies are paramount, and all this without any compromise to customer experience, or team collaboration. CloudConnect's PBX and Hosted IVR helped us mitigate these issues. Now calls are automated, our teams communicate professionally and securely, and customers are delighted."

Harpreet Kalra: Vice President- Operations

RESULTS:

- Secure, professional communication
- Better customer experience through hosted IVR
- Support to Kati Patang's future scalability plans
- Reduced Maintenance cost
- Access to HD Audio & Video Conferencing



A HOST OF ADVANTAGES KEEP KATI PATANG FLYING HIGH.

Streamlining different Telephony systems: Kati Patang does not require individual Intercom systems for their offices, breweries and other departments located in multiple cities. All the employees are now configured under one communication system including customers.

Anytime, anywhere, any device: Cloud PBX ensures seamless portability in case of relocation. Since Cloud PBX is fully mobile-compatible, changeover is seamless – there's no interruption in service or accessibility even in new locations, as users can continue to communicate on their mobile devices.

Easy to scale and manage extensions: Cloud PBX gives the admin full rights to revoke, change or allocate extension numbers in case of employees leaving, joining or relocating through self-care portal.

Cost-saving on team collaboration and communication: Cloud Connect enabled KATI PATANG with state-of-the-art Video Conferencing services. By this feature they will conduct periodic departmental video conferences with up to 25 participants.