

USING MOITELE TO CONQUER LEAD GENERATION CHALLENGES



SUMMARY

AV IT Business Solution is an established Marketing and Advertising company in the ITES industry that is result driven and enables their clients meet their target goals. They required voice calling services and lead generation tools to reach their global prospects and **maximize on productivity**.



CHALLENGE

The business development team at AV IT needed optimized solutions to reach their global prospects, receive timely support and capability to monitor their KPIs within the team.

AV IT Solutions required a service that addresses the following concerns:

- Ability to run voice campaigns
- Tools that help monitor employee productivity
- High-quality voice calling services
- Timely support that enhances productivity and efficiency.
- Tools that assist data sharing across various departments



"Our team is extremely satisfied with the voice quality and happy with the service. It helped improve our lead generation by 25%"

Naeem Mulla,
Business Development Manager, AV IT Business Solutions





SOLUTION

The business development team at AV IT Solutions noticed that Moitele's solutions checked a lot of their boxes and concerns. Moitele offered their team an opportunity to test the services and AV IT.

USER EXPERIENCE

Intuitive features allowed AV IT Business Solutions to personalize their user experience

CUSTOMER PORTAL

Moitele's customer portal had beautifully aligned with the team's operations

INTUITIVE SOFTPHONE

Moitele intuitive softphone allowed the sales team to run premium quality voice campaigns. .





KPI TRACKING

The tools within the customer portal allows management to monitor their KPIs improving the employees overall efficiency.



IMPROVEMENTS WITH MOITELE

The team was convinced that Moitele was the answer to the challenges. With Moitele as the VoIP provider, AV IT Business Solution have been able to reach out to their global prospects without any interruption.

-  AV IT Business Solutions sales team lead generation improved by 25%.
-  Call recording helped train and monitor agents performance
-  Timely customer support from Moitele improved the team's productivity twice compared to before
-  Self-service tools within the portal such as charts, analytics, agent management, campaign creation, team management, DNC compliance and the intuitive softphone saved time.

