

# Nafhaa™ managing enquiries and Interactive Voice Response for better customer engagement

Name of the organization – Atlantic International Express

Industry – International Couriers

Location – Pune

## Organization background

Atlantic International Express is most efficient and reliable courier service providers who follow professional practices to deliver the best service. With over two decade of existence, experienced team and strong service network, they have been able to efficiently serve their clientele to their needs in International courier Services at most competitive prices.

Through their retail network, they differentiate themselves from the traditional methods of servicing customer needs in the freight market with powerful freight solutions through a combination of experience, First class operating systems, strategic partners.

## The problem / challenge

Atlantic International Express, were facing the challenge of managing the enquiry flow of more than 100+ enquiries per branch. They also needed a robust IVR—call tracking and campaign management system

## Nafhaa™ Solution

At Silicon IT & Educational Services, we offered an enquiry management module, which could capture the enquiry flow, which enabled Atlantic Courier to manage the larger enquiry flow and better closure rates. The Interactive voice response system, enabled Atlantic to manage their end-to-end campaign management system, which included call tracking, call management and SMS campaign management. The growth story of 5X for the business has been supported by a robust Nafhaa™ system.

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Mr. XXX .XXXX

XXX, Atlantic International