

# Cloud Telephony In A Nutshell

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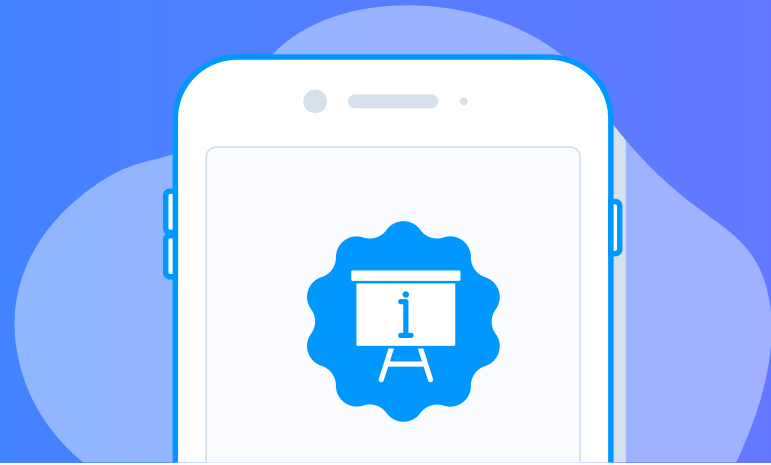
Everything you need to know before  
making a decision about your  
business phone system



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# Introduction



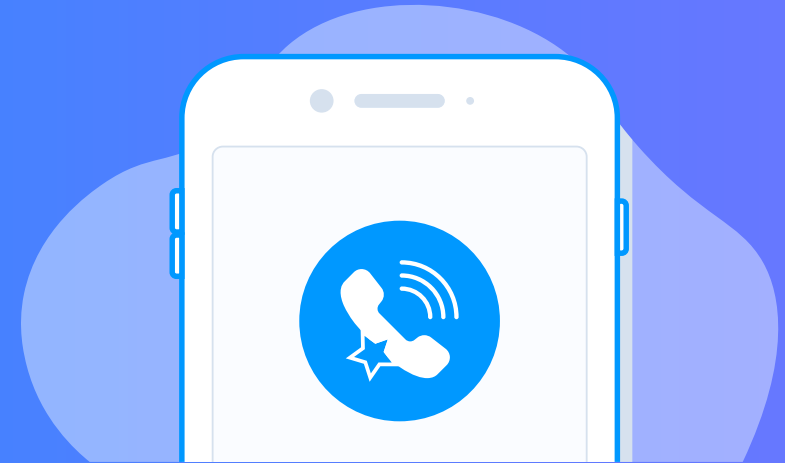
Welcome to the “Cloud Telephony In A Nutshell” ebook.

If we had to guess, we would say that you are looking for the best solution to give your customers a smooth communication experience. You are building a startup, or running a successful business, or someone just looking for the best way to scale your business without burning a hole in your pocket. You have a few questions about cloud telephony and how it can help your objective. In the next few pages, we hope to tell you everything you need to know about cloud telephony and help you make that decision.

By the end of the ebook, we will help you

- Understand what cloud telephony is
- Decide if cloud telephony is right for your business
- Explore what features will help power your business
- Get started quickly

# A little bit of background



## Importance of phone calls for business

One might think that in the age of all-pervading social media and email, traditional customer support through phone might have taken a backseat. Statistics surprise us by showing that a whopping 68% of all contact centre communication is handled via phones. What's more, voice communication is expected to be the fastest-growing channel (72%) with email, web chat, and social media clearly lagging behind.

Given this, the question to ask is

“What is the best way to support my customer?”

If data is anything to go by, here's the answer-  
“Figure out a way to manage your phone calls better.”

# The emergence of present day cloud telephony

As with everything else in the history of humanity, we had to get through several stages of telephony evolution to get to the present day cloud telephony system.

In bygone days, businesses set up a huge box in their offices called the EPABX system (after a fair bit of jumping hoops even before this stage). This box acted as the telephone exchange for their calls.

If we were to evaluate the pros and cons of this system, we had some great features like IVR, Call Routing, etc. Undoubtedly, these features are still very desirable in the present day business scenario.

However, the amount of overheads that accompanied this system was a dampener. These boxes

- Occupied humongous amounts of valuable real estate
- Needed IT teams to manage the PBX system
- Had ridiculous turnaround times if you decided to have a nicer message greeting your customer
- Had employees literally chained to their desks to answer calls
- Needed maintenance that was a nightmare since the end-to-end management was by the business itself
- Made scaling difficult due to the effort and money needed

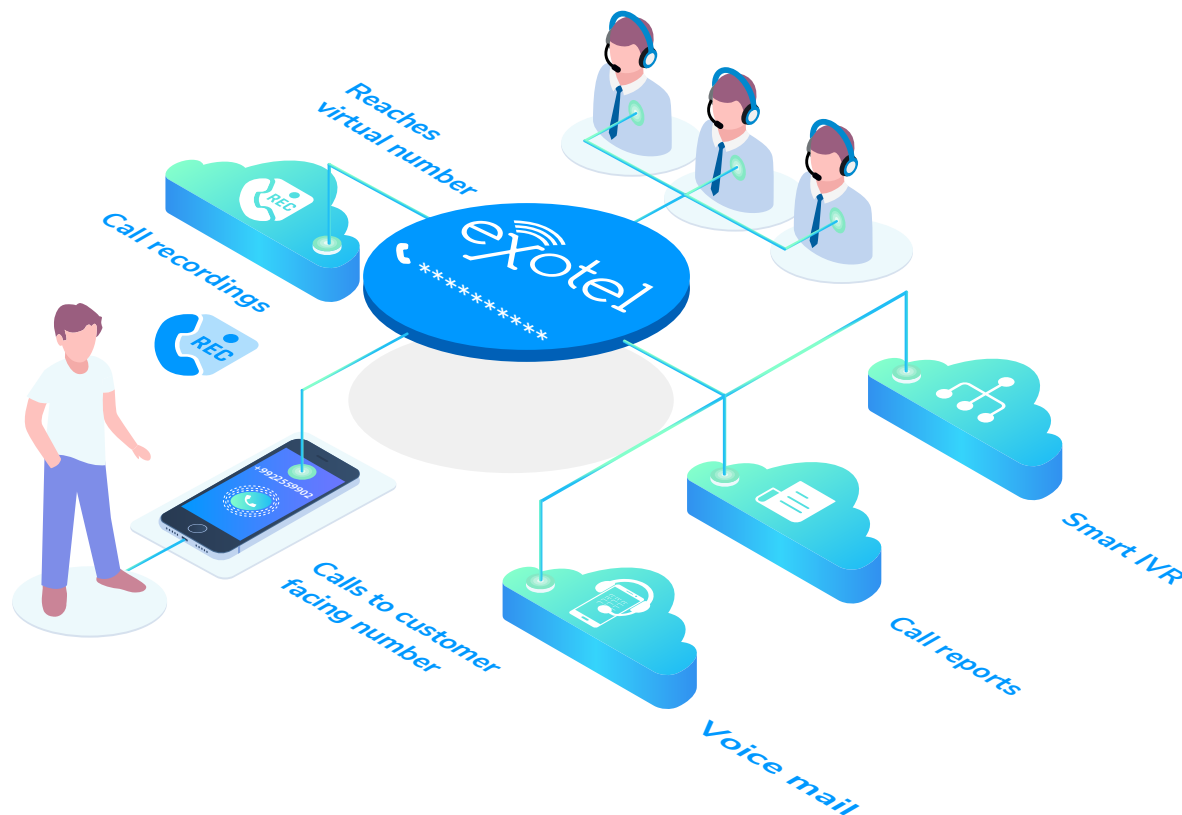
# What is cloud telephony and what does it do ?

Cloud Telephony is the technology that allows you to move your business phone system to the cloud. In other words, cloud telephony delivers all the smart solutions that your PBX system promised to give (and more)- but it does so in a fraction of the cost and effort. It is the smartest way for any business to manage phone calls without compromising on quality and price.

Think of us as a software interface to a telco. Instead of a business having to worry about telephony lines and other infrastructure, all they do is interface with us via APIs and a browser. We abstract away all the complexities of the underlying telecom infra and provide them simple software interface. In that way we are like a “software telco”.



# How does cloud telephony work?



In its simplest form, cloud telephony can be used to handle your customer calls, divert it to your team, get customers to perform actions based directions over an IVR, etc.

Later, the callers' information, call recordings, the actions performed by the customer over the call and any other information you'd like to track can be done with your CRM, ERP, Helpdesk or any other custom software.

[Try it yourself](#)

If you'd rather watch a snappy 1-min video on how cloud telephony works, here you go:



Now, we know what you are thinking. “It’s great to learn about this technology and all, but, - Does my business need cloud telephony?”

That question is better answered by examining the various business environments that find cloud telephony incredibly useful- and figuring out where your business fits in this full range.

# What's great about cloud telephony

Here are our top business profiles (and the benefits that make the most sense to each of them):



## I. A startup with limited funds

Setting up and maintaining a traditional phone system is an expensive affair. It is not something you can afford if you're a growing startup with limited finances.

### What makes sense?

If you're looking to give your customers a

“big company” experience on a budget, cloud telephony is your best bet. With pay-as-you-go options, your usage determines your bills.



## II. A company with remote employees or a field workforce

Using an EPABX system, you can only route and manage calls that happen within the four walls of the office. With more and more businesses opting to have remote employees, this system becomes redundant. Also, if you run a marketplace model of business or a business that involves employees interacting with customers outside your office regularly (think cab drivers, delivery personnel, field

service agent, etc.), having a physical location constraint is detrimental to business.

### What makes sense?

Cloud telephony has no requirement for either servers or handsets at a particular location— all you need is a functional mobile phone. This reduces deadweight real-estate costs by a huge margin.



### III. A fast growing company

The last thing you should worry about is scaling your telephony infrastructure when your business grows. If you use a traditional system, this routine of constant upgrades/downgrades is something that you will spend a lot of time doing. When you opt for cloud telephony, you can cross this concern off your list. .

### What makes sense?

With cloud telephony as your backbone, you can count on your phone system will grow with you.

### What Exotel offers:

With Exotel, you can keep adding users, virtual numbers, call flows as you grow. Your call volume can increase as you grow without you having to worry about any infrastructure, as we will take care of that for you. Just like how you can upgrade, you can also downsize at will. It is also incredibly easy to make quick changes to your system with just a few clicks on your browser, eliminating the need for a dedicated IT team to maintain your phone systems.

This is an excellent way to run small experiments as well. .



### IV. An enterprise looking for the most reliable voice communication solution

A phone call is still the easiest way for customers to get in touch with a business. But, even something as simple as a dug up road can disconnect your lines and make it difficult for your customers to reach you.

### What makes sense?

Cloud telephony servers are located in secure data centres. This reduces the chances of downtimes due to issues like fibre cuts, roads getting dug up, and physical outages.

### What Exotel Offers:

At Exotel, we take our uptimes very seriously, and ensure that your phone lines stay up for customers to get in touch with you. Exotel has an uptime of 99.94%, and this is one of the best in the industry. To make it even better, our uptime data is public. You can access it here <http://status.exotel.in>

**Try for your business**

If your business fits into one of the 4 types mentioned above, cloud telephony is your best bet.

If you need help from professionals to choose your best options, reach out to us @ [8088-919-888](tel:8088-919-888) or write to us [marketing@exotel.com](mailto:marketing@exotel.com) and we will get in touch with you.

## To further empower the business user, Exotel has thoughtfully built in several other features:

**Build your own flow:** Every business has unique needs that range from simple to complex. Exotel's Visual Call Flow Builder allows you to create your own custom call flows (even complex ones) with simple drag and drop functions.

**Custom Integrations:** Exotel's Rest APIs allow quick integration with existing software like CRM, Helpdesk, and database.

**Reporting & Actionable Insights:** Operating a business without tracking key metrics about your performance or the changing needs of your customer is like shooting blindly in the dark. Exotel's state-of-the-art reporting features provide detailed daily reports with data including call volumes, the number of calls missed, agent productivity, duration of calls and much more with just a mouse-click.

# Features of cloud telephony

Why the fastest growing companies have partnered with us for their growth:

We work with some of the leading companies in India and Southeast Asia



UBER

Flipkart

Quikr  
because how? because.

•practo•

GO  JEK



zivame

 tokopedia

redmart™

LAZADA



 easyParcel™

fabelio

  
Urban Ladder

 SWIGGY

As already shown, Exotel offers something for businesses of all sizes. Nevertheless, that was but a glimpse of the range we are capable of.

Exotel takes pride in helping businesses grow, and we start by helping you identify the features most helpful to you.

If all this information about the various ways cloud telephony can help your business is too much to digest, [click here](#) to see how companies in your vertical use cloud telephony



**Set up a cloud contact centre to answer incoming calls**



**Create a single point of contact - phone number - for your business**



**Safeguard your customers' privacy by connecting people without sharing their phone numbers**



**Use missed call to gather feedback, votes, promote downloads, etc.**



**Implement cash on delivery verification to cut losses**



**Track your field work force**



**Track customer conversations outside the call center**



Keep track of your marketing ROI



Manage vendor and customer connections



Automated rescheduling of deliveries, appointments



Automated calls for surveys, feedback and reminder calls



Integrate customer calls with CRM, Helpdesk & Database to create a single source of truth



Implement 2 factor authentication using Voice OTP or SMS OTP



Use calls for simple no-action-required 2 factor authentication (nOTP)



Customize the platform the way you deem fit using our APIs



Setup automated SMS at the end of every call for feedback



Use Bulk-SMS blast marketing



Set up automatic downtime alerts for the website/database

## Here are a few use cases that have helped enterprises and fast growing companies in India and Southeast Asia

Exotel's services have been predominantly used to improve the operational efficiency of large players in the E-commerce, Third Party Logistics, Cab Aggregators, Advertising, and Marketplace verticals. Exotel has helped several businesses with large call volumes to improve their business processes, operational efficiency and improve their customer experience.

### Here are some of the few ways enterprises use Exotel's features



- Number Anonymisation to Maintain Customer Privacy

Businesses can now enable their personnel to speak to customers without revealing either party's phone number. With looming concerns about privacy, safeguarding the customer's personal information becomes the brand's prerogative.

- Brands doing this through Exotel:



UBER

Flipkart





- Use Vendor Connect solution for Marketplaces

One of the best ways for marketplaces to track their business is to connect vendors with appropriate leads and keep track of the number of leads passed

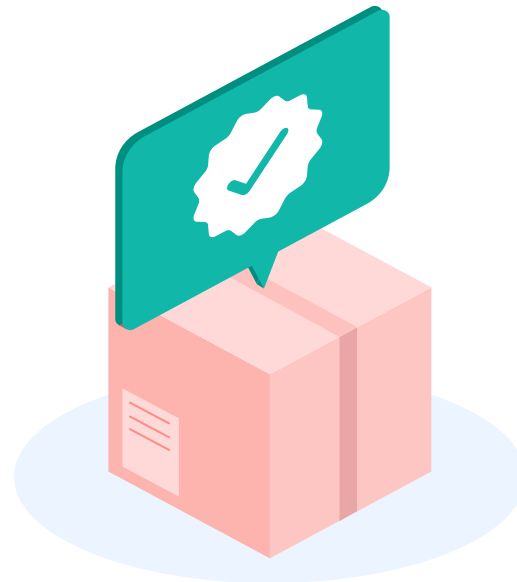
- Brands doing this through Exotel:



housejoy.in



UrbanClap



- Use COD verification call feature

Verifying the authenticity of a phone call before sending out a COD order saves a lot of grief for the company down the line. Some of our customers have been able to save costs by up to 30% with this solution.

- Brands doing this through Exotel:

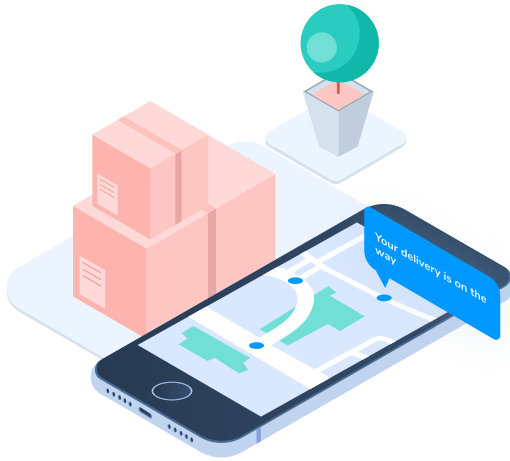


zivane



CARATLANE

A TANISHQ Partnership



- **Use Delivery status update feature**

Keeping track of your delivery personnel's activity through automated check-ins at every point of the engagement ensures a boost in the productivity.

- Brands doing this through Exotel:

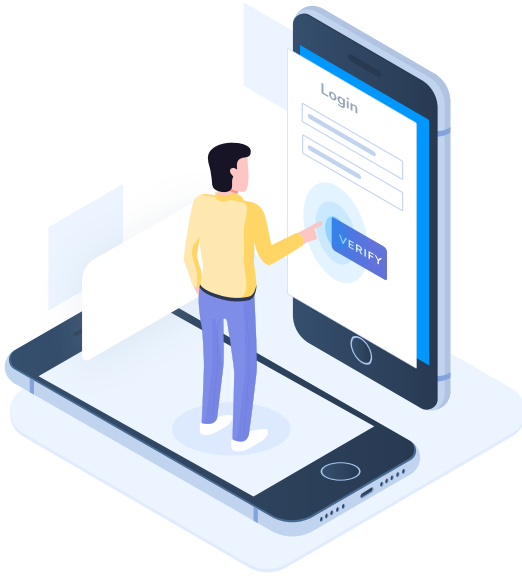


- **Use Automated Delivery Scheduling feature**

Another important, but simple measure to avoid time and cost overheads is to ensure calling the customer before the delivery personnel heads out for delivery. In the event that the customer is unavailable, the delivery can be rescheduled. This is a dynamic feature that can reduce failed deliveries by almost 45%.

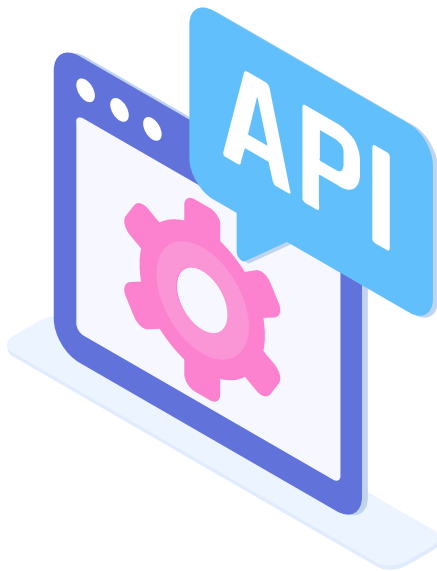
- Brands doing this through Exotel:





- **Simple authentication without OTPs**

nOTP is an innovative product that allows you to authenticate and verify users by using a simple missed call without needing any actions from their end. It works much faster than OTP and is cheaper as well.



- **Customisation using APIs**

Enterprises also customise our cloud telephony platform the way they deem fit for their business and its communication needs. If you are a developer, read more about APIs [here](#).



- **Track marketing ROI**

Businesses having multiple advertising campaigns in parallel can understand which campaign and medium is faring well by including a phone number in the ads. This helps the business decide which campaign to concentrate on.

- Brands doing this through Exotel:

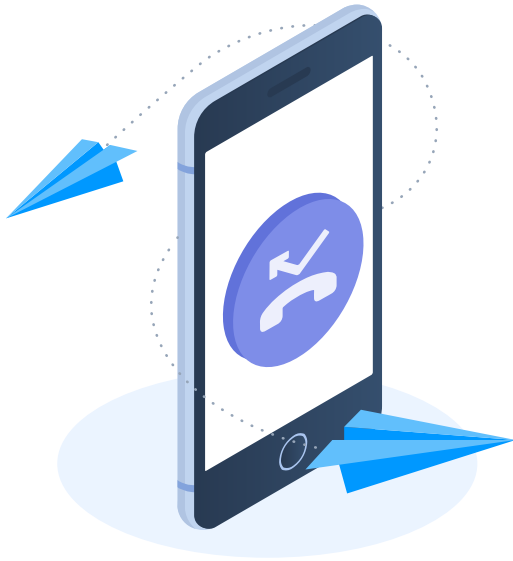


- **Never miss a call with Parallel Ringing**

This feature rings several agents in parallel until the call is answered, thus ensuring no call goes unnoticed. Enterprises that are into gamification, or are operating time sensitive businesses like Hospitals are benefitted from Parallel Ringing.

- Brands doing this through Exotel:





- **Boost engagement with Missed Call marketing**

Brands have been cashing in on the missed call trend to increase engagement. This can be used to garner support, drive downloads, collect feedback etc.

- Brands doing this through Exotel:



- **Automate Survey and Feedback process**

Automated IVR calls and SMS can be used to complete the feedback loop, and to run campaign surveys. Brands will be able to obtain continuous real-time feedback which is crucial for their operational decisions.

- Brands doing this through Exotel:



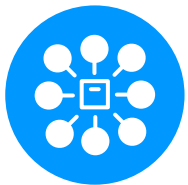
razorfish.

 <p>Saves <b>₹ 3 Million</b> every year with IVR automation <a href="#">Read full story &gt;&gt;</a></p>	 <p>Decreased <b>30%</b> operational cost with Virtual Call Center</p>
<p>Connectivity up by <b>3X times</b> between buyers &amp; sellers with Lead Assist</p> 	<p>Increase of <b>40%</b> in revenue with Missed Call solution</p> 
 <p>Increase of <b>25%</b> in call adoption rates with Number Masking</p>	 <p>Retains upto <b>40%</b> of customers with Automated Calls &amp; SMS</p>
<p>Reduced cost by <b>₹ 15 Million</b> by simplifying processes with Missed Call solution</p> 	<p>Reduction of <b>90%</b> in manual efforts with Missed Call solution</p> 

# What does cloud telephony mean for your business ?

## Why You Should Sign Up With Exotel Too!

Now that we've given you a broad, overall picture, here are some of the features you will have access to with Exotel's cloud telephony system.



### Unlimited Channels

Number of channels refers to the number of concurrent calls you can receive at any point in time. With Exotel, you get unlimited channels which means, technically, you can speak to any number of customers simultaneously. (of course, you need to have enough agents too!) Some cloud telephony providers give you a restricted number of channels which means if you exceed the channel limit, customers won't be able to reach you.

#### Benefits

- Unlimited parallel customer conversations
- No call drops due to unavailability of channels
- Best calling experience for your customers

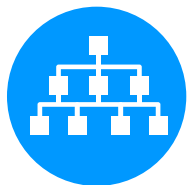


## Call Recording

All your calls, both incoming and outgoing, will be recorded. These calls will be available in your Exotel dashboard, and you can access them at your convenience.

### Benefits

- Record of your customer conversations
- Tracking agent quality
- Dispute resolution
- Training tool for the team
- Know which key metrics are critical for your business



## Multi-level IVR

Have a professional greeting every time someone calls you. You can even route the calls to the right people by having a prompt that says, “Press 1 for Sales, Press 2 for Support” etc. with no manual intervention.

### Benefits

- Professional company
- No time wasted in getting the right people on the phone to talk to your customers
- Keep the team in sync
- Better customer experience



## CRM Integration

Sync your CRM with your phone calls so you have all the customer data in one place. Do this, and your agents will thank you.

### Benefits

- Keep all your customer data in one place
- Give your agents all the information they can get before they get on a call with a customer
- Best way to keep track of your client conversations



## Real-time notification with call details

Keep your address book updated to get a pop-up with all the caller information. You can now greet your customers with their names! The conversation always starts with a smile when we do this.

### Benefits

- Improved customer experience
- No need for the agents to waste time on calls figuring out the customer they're talking to



## Programmable APIs

Sync your calls and call reports at multiple places. At Exotel, we have synced our call records and data with our CRM, helpdesk, our click-to-call mobile app, etc. No more loss of data due to miscommunication.

### Benefits

- Easily accessible customer data across platforms
- Keep your team in sync
- No time wasted retrieving information from multiple platforms



## Visual drag-drop API

Our visual app builder or App Bazaar as we call it, allows you to build call flows with simple drag and drop functions. You can do anything from creating a simple IVR to complicated function using this interface. You don't need to write a single line of code.

### Benefits

- No need to depend on an IT team
- Call flows can be built in no-time
- WYSIWYG — what you see is what you get



## Daily email reports

Know exactly how your team is doing business over phone calls. Get a detailed daily report with call statistics for your company and individual agents and groups. These call stats include the number of calls answered, the number of calls made, the number of calls missed, average duration of calls and a lot more. We even send you a few call recordings picked at random.

### Benefits

- No need to log into the account
- Analyse your agents' conversation with your customers
- Know all your call status
- Track agent and team productivity



## Call analytics

Think about it like Google analytics for your calls. Know what's happening on your business calls.

### Benefits

- Track agent productivity
- Identify call patterns
- Staff your team according to your call traffic
- Avoid missing calls



## Automated Calls & SMS

You can make automated IVR calls to your customers. This can be used for marketing or things like COD confirmation. Free up your agents to do other tasks and let automation take care of this.

### Benefits

- Free up agents for more important tasks
- Collect automated feedback
- Get your customers to confirm COD orders
- Send order status SMS
- Proactively communicate with your customers through the sales/support cycle



## Missed call services

Missed call to get a service is a very “Indian” way of doing business. It is also an incredibly useful tool for customers to use. Ask your clients to give a missed call to a number and customise that action the way you want to.

### Benefits

- No cost to the customer
- Easy tool for collecting feedback, increasing app downloads, surveys, verification, voting, opt-in subscriptions, etc.



## Web interface and App

Simple web interface makes it easy for your agents to log in from anywhere and not be chained to a desk.

### Benefits

- No special equipment required
- Can you Exotel for field workforce as well
- No need to be chained to a desk
- Can run a distributed call center



## Conditional call routing

You can route calls based on a lot of conditions like time of the day a customer calls, the geography a customer is calling from and even the customer who is giving you a call.

### Benefits

- Good customer experience even for callers who call you outside of your working hours
- Route calls to agents who will be able to speak their language based on the region they're calling from
- Connect preferred customers to the right account managers for a great customer experience



## SMS/Email alerts

You can set up email or SMS alerts to track actions that you'd like to monitor closely. For example, you can set up alerts to inform when your team misses calls. You can also get alerts for a lot of other actions including your agents going on or off the system.

### Benefits

- Track your account usage
- Monitor agent activity
- React proactively when required

# Cloud telephony cheat sheet for different teams

Want a quick lookup on which of Exotel's features suit which teams in your business the best?  
Here's a cheat sheet that you can print up!!

Team	Most useful features
Sales	Call center Missed call Call Recordings Auto Survey/ Feedback
Support	Call Center Missed Call Auto Survey / Feedback
Marketing	Missed Call Tracking marketing ROI Auto. Survey / Feedback Campaigns
Accounts/Finance /Billing	Call center

Order Booking	Call Center COD Verification Auto Survey / Feedback
Shipping	Call center Automated Delivery Rescheduling Last Mile Delivery Tracking Solution Auto. Survey / Feedback
Refund	Call Center Automated Delivery Rescheduling Last Mile Delivery Tracking Solution Auto. Survey / Feedback
Tech Support	Call center Missed Call Auto. Survey / Feedback
HR	Call center Missed Call Auto. Survey / Feedback Campaigns

# Experience the future

We believe that cloud telephony is poised to change the way businesses communicate with their customers. We hope you now have a good understand of what cloud telephony is and how it can help your business.

If you'd like to experience the communication of the future, give Exotel a spin.

[Sign up for a trial account](#)