

## OpsCentral IM - WhatsApp

### Instant Messaging for Contact Centres

**OpsCentral** is an award winning cloud-based contact centre solution that includes complete contact centre functionalities like IVR, 100% call recording, skill-based routing, CTI, real-time statistics, comprehensive reports and many more.



OpsCentral has included one of the most popular cross-platform instant messaging service – **WhatsApp** into the system, allowing Customer Service Officers (CSO) to service their customers via WhatsApp chat, increasing CSO's productivity and customer satisfaction.



#### ✓ Wrap Up

Enter remark and wrap up information about chat session

#### ✓ Session-based Chats

Customer-initiated chats handled by multiple CSO simultaneously

#### ✓ Auto Routing

Route chat sessions to CSO with appropriate skill-sets

#### ✓ Many-to-Many communications

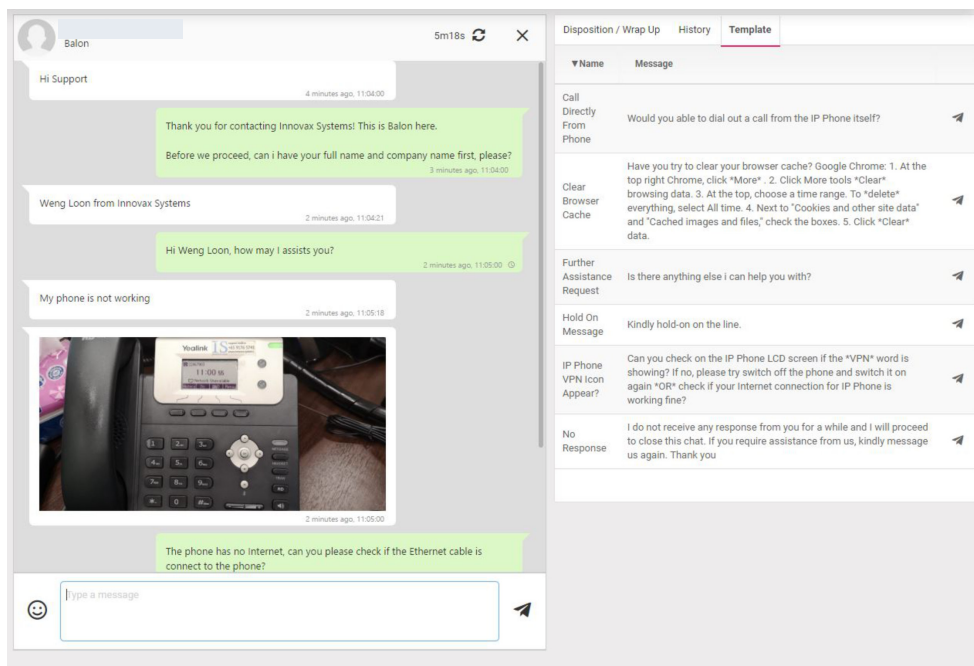
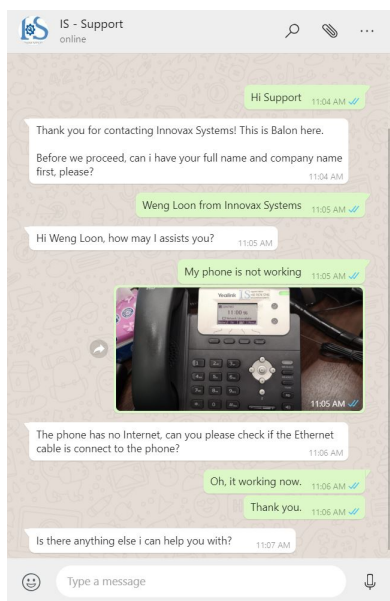
#### ✓ Trace

Search for and display past chat sessions

#### ✓ Reports









Get insight to time customer spent waiting before chat is "answered" (SLA), chat time and handling time.

## Customers








## Benefits

### CSO

-  User-friendly integrated WhatsApp interface
-  Greater efficiency to attend more enquiries
-  Increased quality control
-  Increased productivity
-  Comprehensive reports
-  Under 1 WhatsApp number
-  Skill-based and auto routing capabilities
-  Searchable chat history

### Customers

-  No cumbersome and lengthy IVR
-  Improved customer experience
-  Fast response time
-  Interactive and flexible experience (text / images / files)
-  Preferred mode of communication to email & webchat

For more details, visit [www.innovax.systems](http://www.innovax.systems) or call/WhatsApp us at:

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