# OpsCentral Messaging

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.

OPSCENTRAL ⟷ WhatsApp
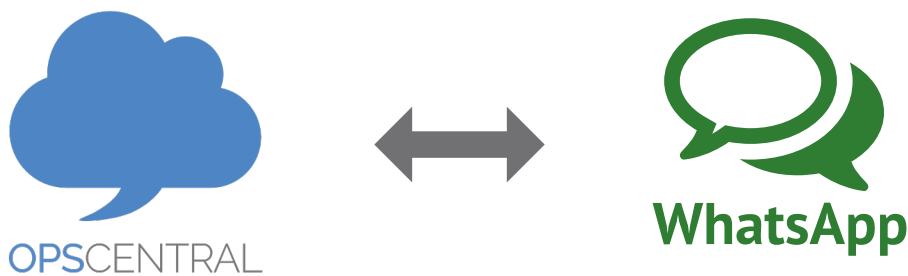
☑ **Wrap Up**

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
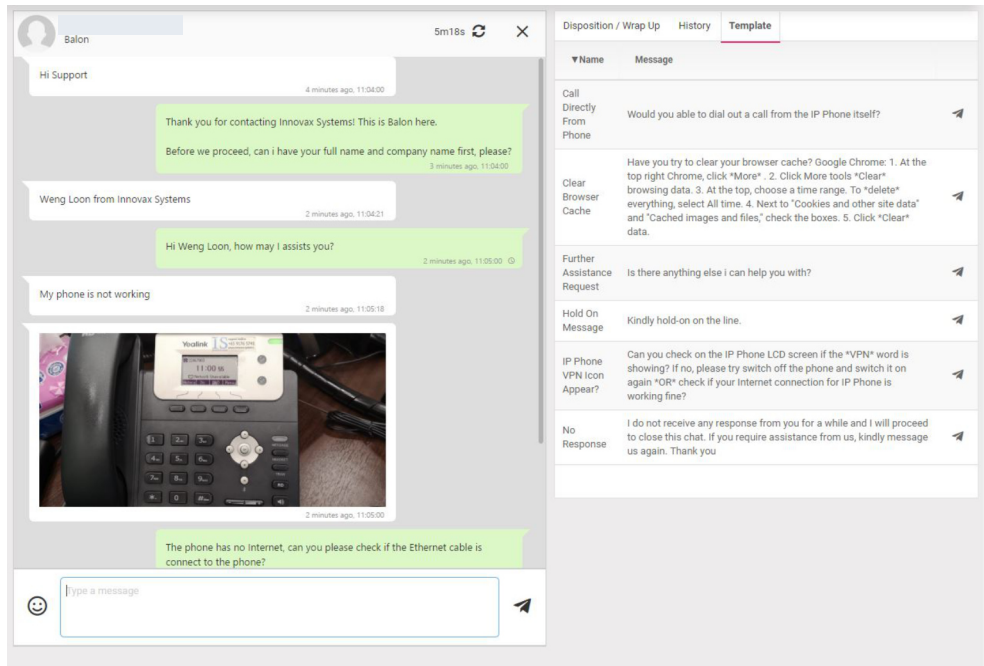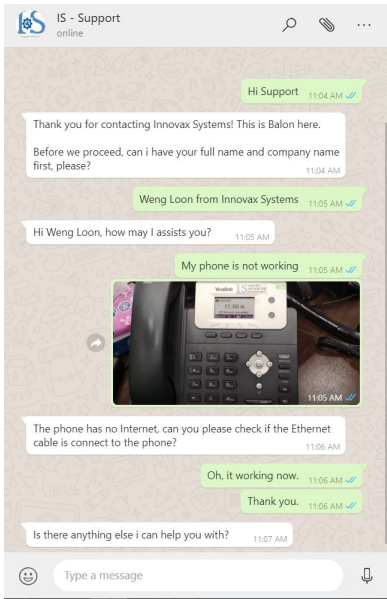
☑ **Many-to-Many communications**

☑ **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

CSO

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