

ICMI 2019 Chetu



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Pravin Basnyet, Director of Operations, Chetu, describes the nearly 20-year old company as a software development specialist which does a great deal of custom development. Beyond doing extensive work with telephony, Chetu also focuses on numerous other contact center functionalities. "We build contact centers based on how our customers want them to be built," he said. "We also specialize in integrating with existing contact center software and build workflows according to client specifications. "While Basnyet acknowledges that there are existing products on the market that companies can use to accomplish such tasks, he states that "Our experience is that many clients come to us and say 'This is the kind of workflow and features we now have, but we can't find everything in one specific product.' So, these businesses are looking to us to enhance their existing platform or even modify it to a simplified version that gives them only what they need. For example, some businesses still only want to use the voice channel and don't feel they need chat or social media applications and certainly don't want to pay for them, so they seek us out to customize the solution for them." Chetu also works within solutions to streamline them for their clients. "While a solution might have many functionalities available, not every company can configure or deploy them properly. We're able to handle this experience, working with different third-party programs. When we come into the picture, we work with clients to understand what they are looking for, determine their requirements and help them accomplish their goals. For example, while IVR scripting may seem relatively simple, some companies need help in configuring it.

Many of Chetu's clients are interested in improving their CTI capabilities. "They want to be able to use all of the data related to accounts in their CRM. When a call comes in, they want their agents to know who is calling and understand the history behind their inquiries, he said. "We build API integrations to the CRM so this information pops up." Some companies also want to ensure that their personnel can be on the same contact center network when mobile phones are used. Chetu often starts the process of engaging with their clients in a discovery call where they can show them who they are, describe their experience and areas of expertise and present examples of projects they have completed. They follow this up with a technical call where they assess the technologies a client already has in place and determine requirements. They then create a team with a highly qualified technical project manager with contact center experience to work directly with the client. Chetu serves a broad variety of verticals, including gaming, healthcare, ecommerce, retail and more. Their business model is not just to commit to a timeline but ensuring it will be met with both a high level of quality and service.

In what ways can companies benefit from your services as a custom software solutions provider for the contact center industry?

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Chetu is a premier custom software solutions provider offering end-to-end Call Center custom software development services for customer service. Chetu's elite team of experts engineer telephony solutions using cloud call center software as well as virtual call centers, Automatic Call Distribution (ACD) software, auto/predictive dialers, manual/progressive dialers, call/IVR scripting, call monitoring and barge capabilities as customer service solutions. Our call center software implements live chat channels, and screen pop features to help improve the customer service experience via messaging web apps. Chetu also integrates third-party call center software from Zendesk, LiveAgent, and XCall for custom Computer-Telephony Integration (CTI) software development.

Can you tell our audience about some of the program applications you've developed for multi-channel management?

Chetu has constructed the platform infrastructure for comprehensive omnichannel strategies, ensuring consistent customer experiences across channels (websites, mobile apps, in-store) and touchpoints. Our software specialists have designed custom APIs, In-Memory Data Grids (IMDG), and information models and data schemas to provide organizations with a single source of truth for their data.

Chetu has developed robust, cloud-based Communication Platforms as a Service (CPaaS) that act as omnichannel contact centers (or call centers). Organizations can use this platform to communicate with customers via social media, SMS, VOIP, email, live chat, helpdesks, and other channels. We have also developed and deployed omnichannel software systems that unify e-commerce and brick-and-mortar retail services in order to deliver continuous brand engagements and customer experiences.

How do you help businesses get the most out of their CRM systems?

Chetu is a Custom CRM Software Development Company equipped with backend industry acumen to analyze your business and help you choose and implement the CRM that best fits your business plans and objectives. We have extensive experience installing and migrating industry leading CRM platforms including Salesforce, Microsoft Dynamics, Zoho, SugarCRM, OrangeCRM, Siebel and more.

Chetu integrates Customer Relationship Management (CRM) solutions for time efficient automations. Customization is available for virtual call center, Automatic Call Distribution (ACD), auto/predictive dialers, manual/progressive dialers, speed-dialers, call/IVR scripting, call monitoring capabilities, voice mail, social media integrations, and more.

Please describe some of the CTI and Call Management software improvements you can offer organizations

Chetu designs and develops unified telecommunications platforms that allows seamless integration between data and voice messaging services using Inbound & outbound speed dial, blended, and multichannel contact call center software development. Customization is available for virtual call center, Automatic Call Distribution (ACD), auto/predictive dialers, manual/progressive dialers, speed-dialers, call/IVR scripting, call monitoring capabilities, voice mail, and social media integrations.