

Mamica.ro

Improve customer experience and drive sales with VoipNow



Mamica.ro is a Romanian e-commerce business, dedicated to mothers and kids on a fast growth path. Mamica.ro needed a business phone system that could provide effective communications while being very easy to operate by regular sales representatives. The company was struggling to communicate with its customers through a single mobile phone number from a traditional carrier, which is a common situation for many micro SMBs. Business was good, customers were calling to buy or confirm orders, but they had a lot of dropped calls because the line was busy most of the time. What was every business' dream - having lots of customers reaching out - soon turned into a pain point. The need was very clear: a new phone system that would:

- help sales people close more deals
- improve customer relations
- and reduce costs, all at the same time!

Driven by these specific requirements, Mrs Tanase, the business owner, approached Optivoice – a Romanian service provider offering hosted PBX, SIP Trunking and VoIP services built around 4PSA's VoipNow platform. The solution from Optivoice was very attractive to Mamica.ro's due to zero installation costs, possibility of monthly payments, and no contract lock-in. Also, due to the fact VoipNow is a cloud-based software, it eliminates the need for an unsightly physical PBX placed in a SMB office.

The chosen Optivoice bundle covered all of Mrs. Tanase's needs: 5 extensions for all her staff, one DID, one IVR and queue, and monthly minutes included. The implementation was a breeze, Optivoice professional services team helping out from set-up and all the way to various integration and employee training.

The advanced telephony features that VoipNow provides, had direct results on business productivity and the owner's peace of mind.

Shorter calls by over 20%

Call handling time has been reduced because through VoipNow's integration with their CRM system, agents know instantly who calls them and their relationship history.

Improved customer experience

Almost all of the calls were now answered since a customer calling a single number was routed to any of the 5 sales agents.

Better business insights

VoipNow contact center features offer comprehensive statistics on the number of calls, call duration, and answer rate. These statistics enable the owner to improve staff performance as well as predict how the business should scale.

Better business integration

Due to the integration with a mail-to-SMS provider, Mamica.ro was able to keep customers on the loop on their order status.

All these benefits came at the same price point as the mobile number from the traditional carrier.

"VoipNow actually helped us increase the number of customer calls, without increasing the number of agents. Now, we are much more efficient in our customer relations."

Mrs. Laura Tanase - CEO

VoipNow is the platform that helps SMBs focus on what they do best: growth, sales and customer relations, not caring about the headaches of outdated telephony system. [Read Optivoice story with VoipNow.](#)

VoipNow Features Used

- IVR
- Smart queues with time intervals
- Reporting and statistics
- Hosted PBX
- CallAPI

Why VoipNow

- Pay-as-you-grow licensing plan
- Global, scalable, easy to use solution
- No upfront costs
- Easy configuration and customization
- Prompt and efficient customer service

VoipNow is a cloud communications platform that enables service providers and organizations to benefit from hosted enterprise telephony, video, presence, instant messaging, conferencing, contact center tools and mobility. The multi-awarded platform is a blazing fast go-to-market solution, due to its rapid set-up and easy deployment, integrated charging and billing engine, and competitive pricing plan. For more information on VoipNow please contact: sales@4psa.com.