

About Cloud Connect Communications Pvt. Ltd.

Cloud Connect Communications is India's first UCAAS services provider that resides on a Telecom Service Provider's Switch. Cloud Connect Communications is a Virtual Network Operator. A start-up company, CCC focuses on the Small & Medium Businesses, Very Small Businesses and Small & Medium Enterprise. The company's goal is to change the communication platform in these 3 markets.



Industry Challenge

Unified Communication based services have been in India since 2007 – 2008. Top UC companies like Cisco, Avaya and more have ruled the market for some time now. However, they have not been really able to make a serious dent below the Enterprise (Mid-Market) segment. The key challenge these companies have faced is lack of education and the ROI, UC would have provided to the companies operating in this turnover segment. However, with emergence of cloud-based solution and internet becoming cheaper, education only seems to be the impending challenge.

Cloud Connect Communications Challenge

The SME, VSB and SOHO market is huge and is not very well segmented. It cuts across many lines of businesses and this makes the industry based segmentation and marketing difficult for a start-up organisation. Adding to this the customer based is not very well profiled and hence the GTM efforts take a longer time to provide results. Lack of customer education makes it difficult for the customer to understand the business value of the UCAAS (Unified Communication As A Service).

SmarrtGrid Solution: Database Profiling & Industry Specific Education Sales Play

A team of 5 database profilers deployed for providing basic profiling information.
 Digital team deployed to create industry specific use-case and create digital presence.
 Database profiling scripts and call out campaigns started under BOOT model.



Inside Sales 3.0

A team of 5 inside sales for vertical wise activation. The verticals: Manufacturing, Healthcare, Pharmaceutical, Architects and Clinics. Reason to Call Campaigns prepared across the verticals for business development >> introductory calls, virtual meetings, over the net presentations, virtual demos and appointment generation for business development team.
 LinkedIn Coverage given most importance to build up professional equity for an upcoming brand and provide visibility along with connecting to relevant people.
 Inside Sales Playbook for On-Net, Click2Call, Cloud PBX, Instant Messaging, Audio Conferencing & Video Conferencing commissioned.



This case study is for information purposes only. It showcases our capabilities and how our clients benefits from our services.