

Tap the untouched potential of  
Business Communication at

# Africa Com

Anchor Event of



 7 - 10 November 2022 |  Booth No. F60



### Deep Dive

How Omnichannel Creates  
Seamless Customer  
Service Experience?



### In the Spotlight

We're all set to exhibit  
comprehensive UC  
product suite



### The Innovation Station

Conversational AI will cut labor  
cost for contact centers by \$80  
billion by 2026



### Monthly RoundUp

Some recognitions and  
enthraling moments that  
made HoduSoft proud:

# NEWS LETTER

ISSUE:1



It's autumn time, and we can't deny the transition toward the festive and holiday season. Launching our inaugural issue of the newsletter at this time of the year also marks a significant milestone in our journey. HoduSoft has witnessed tremendous growth in the last few years on the back of rising demand for innovative and quality Unified Communications solutions.

Customers today have become discerning, placing immense trust in companies that meet their expectations and abandoning those which don't. **We're grateful to our customers** who have always shown us their love. The awards and accomplishments warm the cockles of our hearts, and motivate us to do better. Recently, we received two prestigious accolades:



Gartner's GetApp recognized HoduCC as the **No.1 Predictive Dialer Software** in the latest Category Leader's list.



HoduCC also bagged the **6th rank in GetApp's Category Leader's** list for Contact Center Software.

The month of September has also been packed with events. The team HoduSoft participated in some of the **biggest ICT platforms** to showcase our innovative unified communications range. It was indeed heartening to meet our customers and channel partners, and see their enthusiasm for HoduSoft products.

With our diverse product offerings, we strive to meet the needs of our customers effectively and build lasting customer value. We hope you enjoy knowing more about the **UC world and HoduSoft**. Happy Reading!

## How Omnichannel Creates Seamless Customer Service Experience?

Given that numerous communication channels exist today, delivering a consistent customer experience across channels is not a cakewalk for many businesses. But by focusing on adopting an omnichannel approach and equipping call centers with the right technologies, it becomes easier for businesses to provide their customers with an integrated experience [Read More](#)



## 7 Ways to Boost Business Revenue with an Omnichannel Contact Center Software

Adopting a powerful omnichannel strategy can boost the customer retention rate by 89%. An omnichannel contact center software enables a business to generate more revenue and offers numerous other benefits [Read More](#)



## Conversational AI will cut labor cost for contact centers by \$80 billion by 2026

Gartner Inc. projects that by 2026, Conversational AI will reduce labor costs for Contact Center agents by \$80 billion. Estimates reveal that there are 17 million contact center agents worldwide, however, most businesses are grappling with staff shortages [Read More](#)



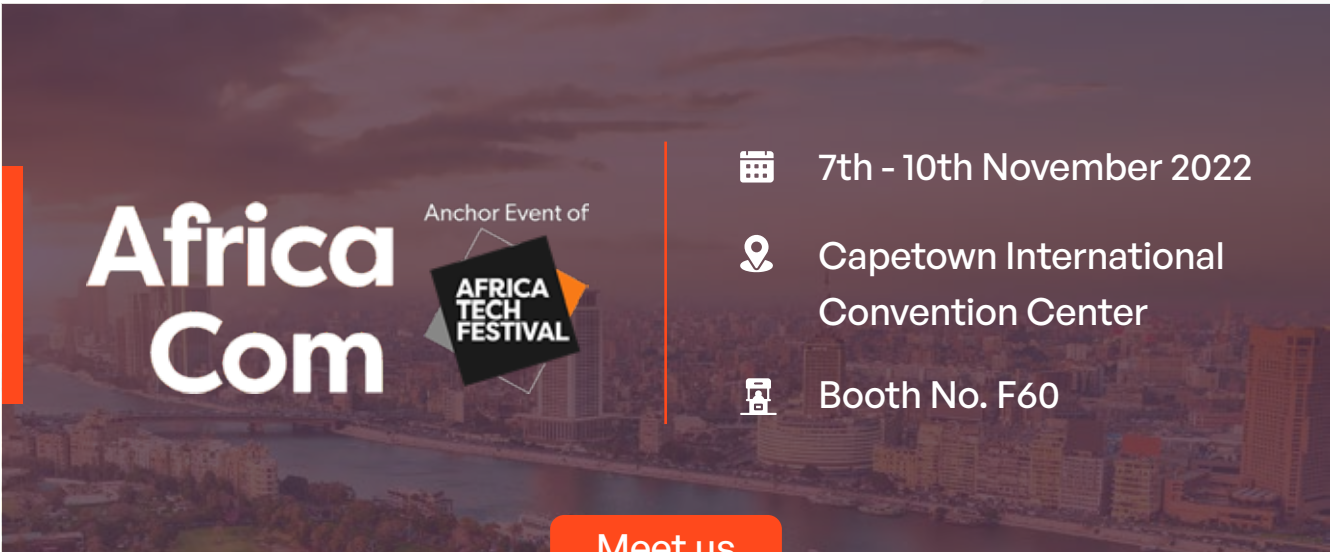
## Communication process automation will enhance employee and customer experience

In today's era of hybrid work, businesses need to shift their focus on unified communications and collaboration capabilities. This year's Aragon Research states that the use cases for the unified communications and collaboration are going beyond omnichannel [Read More](#)



HoduSoft leadership is going to attend the events to give an insider's view on our innovative products and how our software solutions can help businesses transform their business communications.

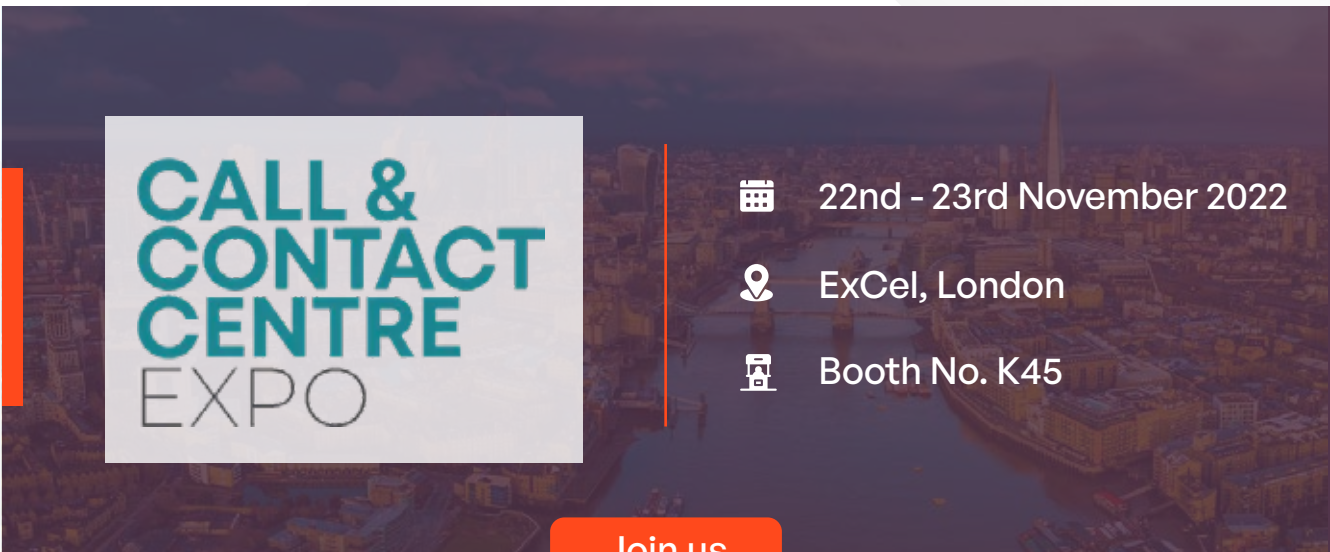
**We're all set to exhibit comprehensive UC product suite at the:**



**Africa Com** Anchor Event of **AFRICA TECH FESTIVAL**

- 7th - 10th November 2022
- Capetown International Convention Center
- Booth No. F60

Meet us



**CALL & CONTACT CENTRE EXPO**

- 22nd - 23rd November 2022
- ExCel, London
- Booth No. K45

Join us

## Some recognitions and enthralling moments that made HoduSoft proud:



HoduSoft exhibited its next-generation product suite at the 10th CNC Expo held on 26-28 August 2022 at HITEX Exhibition Center, Hyderabad.



HoduSoft also participated in the India Africa ICT Expo 2022 held at Ghana on 14-15 September 2022.



HoduSoft is partnering with ITWerks to provide businesses with improved communication and collaboration tools in Singapore and globally.



## Are you looking out for solutions to revolutionize your business communications?


That concludes our first UC bytes - Powered by HoduSoft. Thank you for sticking with us all the way to the end. We hope you find it informative and interesting. We're expanding and heralding the journey to radically transform business communications.

If you have any questions or would like to learn more about our comprehensive UC solutions, get in touch with us at [sales@hodusoft.com](mailto:sales@hodusoft.com) or visit our website [here](#).

## About HoduSoft

HoduSoft is a Unified Communications software company incorporated in 2015 with its headquarters in India. HoduSoft has expertise in building quality software products to facilitate enterprises achieve success with their communications tools. Today, HoduSoft is one of the leading Unified Communication software providers offering world-class communication products for businesses of all sizes.

## Contact us

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