



**26th-27th April 2023**  
Las Vegas Convention Center

 **CALL & CONTACT  
CENTER EXPO**

**Stand : 4024**



### Deep Dive

Optimizing CX with  
Omnichannel Contact Center  
in Your E-commerce Business



### In the Spotlight

We at HoduSoft are all set to  
showcase our innovative UC suite  
at the most prestigious events.



### The Innovation Station

Contact center software market  
predicted to reach \$152.88 billion  
by 2030

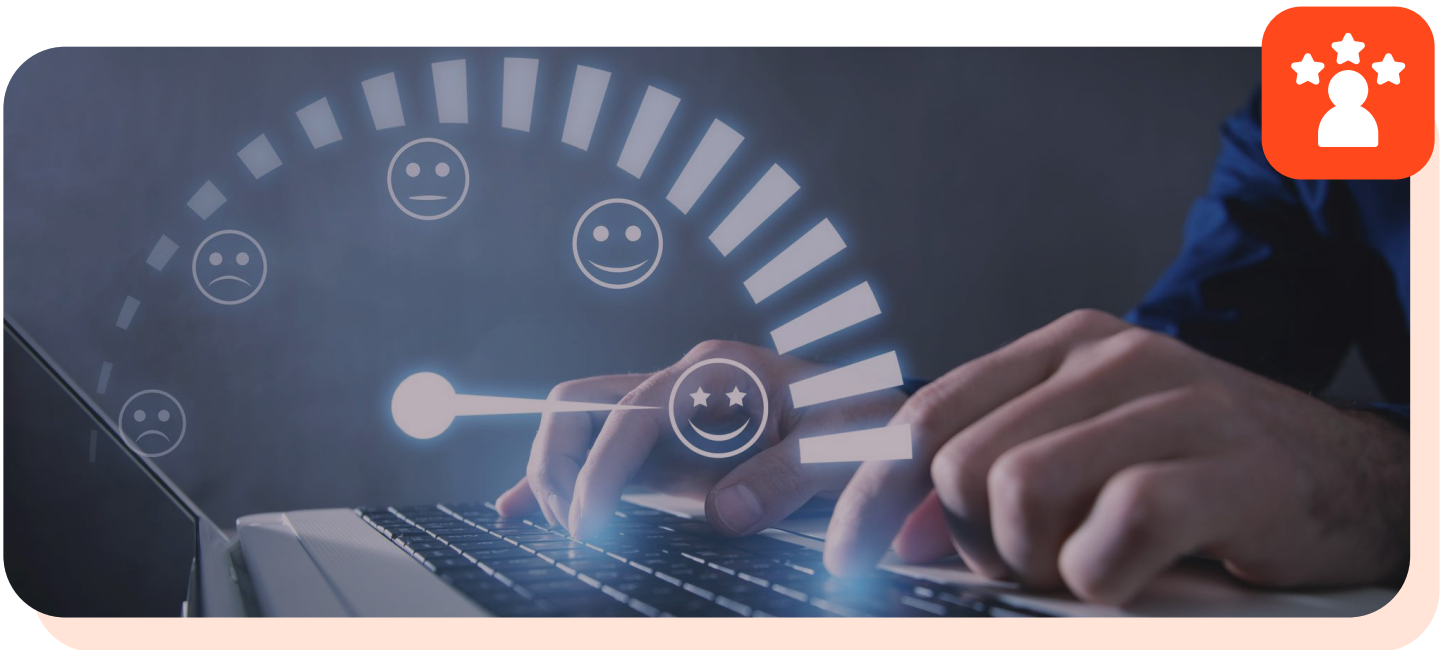


### Monthly RoundUp

HoduSoft exhibited its UC  
product suite at the India  
Telecom & Convergence India  
Expo

# NEWS LETTER

ISSUE:6



In today's dynamic business environment, providing a positive customer experience is no longer just a “good-to-have”, it's a “must-have”. Customers today expect prompt response to their queries, and businesses that fail to deliver on this front risk losing their customer base to their competitors. In fact, research shows that **86% of consumers** are willing to pay more for great customer experience.

At HoduSoft, we believe that every customer interaction is an opportunity for businesses to build trust and establish long-lasting relationships. That's why we have developed innovative Unified Communications solutions that break down barriers in communication and allow businesses to connect with their customers like never before while boosting agent productivity.

We hope you enjoy learning more about how our leading-edge technology can transform your communication processes. So sit back, relax, and get ready to dive into the world of seamless communication with us. Happy Reading!

## Optimizing CX with Omnichannel Contact Center in Your E-commerce Business

According to a study, 6 out of 10 customers said that they'll pay a premium of over 5% if they receive a great customer experience. Therefore, delivering excellent support to customers from the pre-purchase to the post-purchase stage can be a gamechanger for ecommerce businesses as it can lead to increased customer satisfaction, loyalty, and repeat business. One way to achieve this is through the implementation of HoduCC, an omnichannel contact center solution that allows businesses to reach customers across different channels and offer exceptional CX [read more](#)



## Call Center Software - The Key Differentiator in E-commerce Business

With a crowded e-commerce market competition is tough. Providing stellar customer service is no more a choice but a must do for attracting and retaining customers. Nowadays, customers not only expect high-quality products and services, but also a personalized customer experience. Leveraging HoduCC, a call center software can enable businesses to improve customer communications, provide excellent customer service experience, and maximize ROI [read more](#)

## Contact center software market predicted to reach \$152.88 billion by 2030" ~ SNS Insider

According to research, the Contact Center Software Market is projected to grow at a CAGR of 22.69% by 2030, reaching \$152.88 billion. This significant growth is attributed to the rapid technological developments such as CRM and the integration of artificial intelligence and machine learning into business processes. With more companies implementing digital transformation strategies and making a shift toward cloud-based solutions [read more](#)



## The state of Unified Communications in technology, media, and entertainment in 2023

In recent years, not only ecommerce but also the technology, media, and entertainment industry has witnessed significant changes in the way businesses communicate. Unified Communications technology has played a pivotal role in driving transformations in business communications by making it more seamless and effective [read more](#)

We at HoduSoft are all set to showcase our innovative UC suite at the most prestigious events, demonstrating how our solutions can empower businesses to revolutionize their communications.

**26th-27th April 2023**

Las Vegas Convention Center



**CALL & CONTACT  
CENTER EXPO**

**Stand : 4024**

**Connect with us!**

## A recap of all the highlights

HoduSoft exhibited its UC product suite at the India Telecom held on 22nd & 23rd March 2023.



22<sup>nd</sup> - 23<sup>rd</sup> March, 2023  
Hotel Taj Palace, New Delhi

HoduSoft showcased its UC products at the Convergence India Expo held between 27th & 29th March 2023 in New Delhi.



27<sup>th</sup> - 29<sup>th</sup> March, 2023  
Pragati Maidan, New Delhi

This concludes the UC bytes, brought to you by HoduSoft. Thank you for staying with us and reading through our newsletter. We trust you've gained valuable insights from it. If you have any questions or are interested in discovering more about our all-inclusive UC product suite, get in touch with us at [sales@hodusoft.com](mailto:sales@hodusoft.com) or visit our [website](#).

We look forward to connecting with you.


## 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.

Until next read


### Team HoduSoft

## Contact us

 1403/04, Shilp Epitome, near Infostretch.,  
behind Rajpath Rangoli Road, Ahmedabad,  
Gujarat 380054

 [www.hodusoft.com](http://www.hodusoft.com)

 [sales@hodusoft.com](mailto:sales@hodusoft.com)

 +1-707-708-4638  
+91-886-672-8362

### Follow Us on

