

HoduSoft wins 18th annual

Gold Globee Award



The Innovation Station

HoduCC Contact Center Introduces Innovative AI Chatbot Integration



Deep Dive

HoduCC Contact Center Software Wins 2023 UC Product of the Year Award



In the Spotlight

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NEWS LETTER

ISSUE:8

Embracing the Era of Personalization: Unified Communications' Role in Customer Acquisition and Retention

A company that offers a personalized experience is favored by **80%** of consumers when making a purchasing decision. As businesses strive to connect with their customers on a deeper level, unified communications (UC) emerge as a key facilitator, enabling organizations to deliver tailored experiences that resonate with individuals.

Integrating UC technologies with customer-centric strategies has opened up new opportunities, transforming how businesses engage with their target audience.

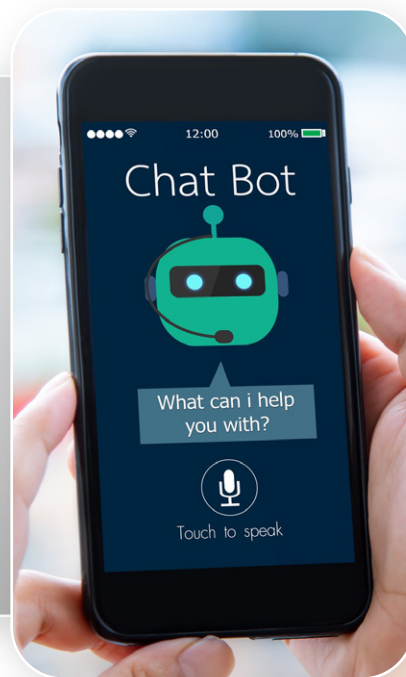
Here are the top 3 key insights into how unified communications empower personalization:

- **Seamlessly integrated channels:** Unified communications adopt an omnichannel approach that unifies various communication channels such as voice calls, video conferencing, instant messaging, and email into a cohesive platform. This integration allows businesses to gather comprehensive customer data across channels and gain valuable insights into individual preferences, behavior patterns, and communication preferences.
- **Intelligent automation:** Smart automation in customer interactions is made possible through the use of AI-powered chatbots and virtual assistants. These intelligent tools enable businesses to provide personalized assistance, answer queries, and make product recommendations tailored to individual preferences. Automating these processes boosts customer satisfaction, while human resources are freed up to focus on high-value tasks.
- **Proactive engagement:** Businesses can connect with customers more effectively using unified communications. They can use data analytics and AI algorithms to predict what customers want, recognize signs of buying interest, and offer personalized deals or suggestions. This active approach shows that businesses are attentive and helps build stronger relationships with customers.

As a leading provider of unified communication solutions, HoduSoft recognizes the significance of personalization in customer acquisition and retention. We are committed to empowering businesses with innovative UC technologies that enable tailored experiences and foster lasting customer connections. Partner with HoduSoft to embark on a journey of personalized customer engagement and unlock new avenues of success in your business.

HoduCC Contact Center Introduces Innovative AI Chatbot Integration

HoduSoft has introduced an AI-driven chatbot into their HoduCC Contact Center, offering businesses an advanced tool to enhance customer engagement and support. The chatbot uses artificial intelligence to understand and respond to customer queries, providing real-time assistance 24/7. By leveraging the power of this AI chatbot, HoduSoft aims to strengthen customer service operations, elevating both operational efficiency and customer satisfaction through automation



The Evolution of Unified Communications: From Voice-only to a Multimodal Experience

Discover the journey of Unified Communications (UC) from its early days to its current state. Explore how UC has evolved to include diverse forms of communication, from voice to messaging, video calls, and more. Find out how emerging technologies like AI and machine learning are shaping the future of UC. Read the full article [here](#).

11 Must Know Call Center Terminologies - A Guide!

Explore the essential terminologies every call center professional should know. Understanding these terms can improve communication, enhance customer service, and demonstrate professionalism. Understand the key concepts such as ACD, IVR, call center metrics, escalation, customer satisfaction, and more [here](#).



HoduCC Contact Center Software Wins 2023 UC Product of the Year Award

HoduSoft's HoduCC contact center software has been honored with the prestigious 2023 UC Product of the Year Award by TMC. This recognition highlights the software's innovative features and its significant impact on the unified communications industry. With advanced functionalities, **HoduCC** empowers businesses to deliver exceptional customer service and boost agents

HoduCC Software Wins 18th Annual Gold Globee Award!

HoduCC Software has reached another milestone by winning the prestigious 18th Annual 2023 Gold Globee Award in Unified Communications. This recognition is a testament to our team's hard work, expertise, and commitment, as well as the trust and support of our clients. We are honored to receive this accolade and will continue to innovate and deliver exceptional communication solutions to meet the evolving needs of our clients.

Thank you for being a part of our success!

HoduSoft set to make waves at Customer Contact Week 2023 with Its revolutionary UC products

We are thrilled to announce our upcoming participation at the World's #1 Customer Contact Event Series, to showcase our cutting-edge UC products and demonstrate how our software solutions can revolutionize business communications.



Discover HoduSoft's Breakthrough UC Innovations at the GITEX EXPO 2023!

HoduSoft makes its mark in Africa by showcasing at the highly coveted Tech & Startup Event, widely recognized as the continent's premier Techgathering.



GITEX
A F R I C A
Morocco

31st May-2nd June 2023 | Bab Jdid, Boulevard Al Yarmouk, Marrakech, Morocco

HoduSoft's participation at Digital Convergence Expo 2023 promises to redefine Business Communication

Join HoduSoft at India's premier Telecommunication & Media Expo to explore the next generation of UC products.



DIGITAL SPACE INDIA

23rd - 25th June, 2023 | Booth no: 13

CHENNAI TRADE CENTRE, NANDAMBAKKAM, CHENNAI - 600089.

Thanks for tuning into our May UC bytes, powered by HoduSoft. We hope you found our newsletter both informative and insightful. As we continue to expand, we're thrilled to be at the forefront of revolutionizing business communications.


If you're looking to transform your business communications, don't hesitate to reach out to us at sales@hodusoft.com or visit our website.

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.


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