TELZUP-Helps Small Businesses Scale Without Expensive Outsourcing

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Abstract: *Small-scale industries often struggle with managing telecalling operations efficiently due to limited resources, reliance on outdated systems, and a lack of automation. Unlike large multinational corporations (MNCs) that utilize Business Process Outsourcing (BPO) services and advanced TeleCRM solutions, small businesses face challenges in call tracking, lead management, and followups. These inefficiencies result in missed sales opportunities, inconsistent customer interactions, and difficulty scaling operations. To address these challenges, implementing a TeleCRM system with a Root System and ODialer technology can significantly improve operational efficiency. The Root System provides a centralized mechanism for managing, accessing, and analyzing call recordings, ensuring transparency and structured telecalling workflows. Meanwhile, ODialer automates outbound calling, optimizes agent availability, and enhances lead engagement, reducing manual dialing efforts and increasing conversion rates. This abstract explores how a cost-effective and automated TeleCRM solution can transform small-scale industries by streamlining telecalling processes, improving customer engagement, and enabling scalability without expensive outsourcing*

Keywords: CRM; customer; funnel management; key account management; needs; segmentation; small- and medium-sized enterprises; sustainable business

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