

# Case Study

## Calltastic

Watch Video Testimonial 

### Business Type

Consulting & Outsourcing Provider Offering Turnkey CX Solutions For Startups And Growing Ventures

### Website

[calltastic.com](http://calltastic.com)

### Location

United States

### Business Need

Omni solution to increase availability  
Real-time dashboards and detailed reporting  
Empower employees with Gamify

### ConnexAI Solutions

 Omni

 Athena

 Quality

 Form

 Marketplace

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“When you can put data on a silver platter for your frontline leadership, you can now take 10, 15, 20% of their day to day and allow them to refocus that on managing the organisation and less on managing analytics.”

Leo Lopez,  
CEO



## **Testimonial on ConnexAI's CCaaS Solution by Calltastic**

### **About Calltastic**

Calltastic, a pioneering consulting and outsourcing firm specialising in end-to-end CX solutions for start-ups and expanding enterprises, operates under US ownership. Uniquely positioned to deliver both consultative support and managed services within a singular and comprehensive outsourcing framework, Calltastic embarked on a quest for an optimal solution tailored to the specific needs of its clientele.

### **The Challenge**

Armed with a mission to find a versatile and efficient Omni platform, Calltastic outlined a set of complex criteria. The identified solution needed to allow for swift deployment, cater to diverse client requirements, and possess an intuitive yet highly functional user interface. Furthermore, it had to align with budgetary constraints while simultaneously driving revenue growth—an intricate balance that demanded a solution capable of meeting multifaceted business objectives.

In this pursuit, Calltastic's exploration led them to ConnexAI, where they unearthed a level of robustness that seamlessly aligned with their client-centric business model. Unlike traditional outsourcing options, ConnexAI emerged as a unique proposition that could cater to consultation support, operational efficiency, and technology needs.

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## Results

The initial encounter with ConnexAI revealed a platform that not only offered advanced capabilities but also featured a user-friendly interface. This delicate balance struck by ConnexAI between functionality and ease of use resonated deeply with Calltastic's operational philosophy. Leo, CEO of Calltastic, emphasised the importance of an intuitive tool, stating, "Possessing a tool with extensive capabilities becomes ineffectual if its functionality is challenging to navigate."

For Calltastic, responsiveness was key in the battleground of customer satisfaction. Leveraging ConnexAI's reporting and insights, the firm could actively monitor various channels in real-time, enabling swift staffing adjustments. This proactive approach significantly contributed to enhancing customer satisfaction, aligning perfectly with Calltastic's client-focused ethos.

## Growth and Future

Data-driven decision-making became a cornerstone of Calltastic's strategy with ConnexAI. By effectively presenting data, the platform empowered frontline leadership, allowing managers to allocate more focus to organisational management and less on analytical tasks. This newfound efficiency marked a pivotal shift in their growth trajectory.

## Omni Impact:

Recognising the changing dynamics of customer interactions, Calltastic underscored the importance of offering diverse communication channels. With ConnexAI, they expressed the ability to refocus resources and engage more profoundly with customers. The introduction of AI into their operations allowed for the efficient handling of non-critical or priority contacts, contributing to a more streamlined and personalised customer experience.

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"The strategic partnership with ConnexAI is mutually beneficial, with both entities contributing to each other's growth. The collaborative vision focuses on becoming a household name in the contact centre domain."

**Justin Borah**  
**Enterprise Account Executive**  
*ConnexAI*

## Cost Savings

In the realm where pricing models often compromise quality and performance, Calltastic praised ConnexAI for its exceptional balance. The platform's pricing model, coupled with its ease of use and robust support capabilities, resonated positively. Calltastic recognised the significance of a good UI, understanding that agent fatigue with non-intuitive interfaces could lead to increased churn. The scalability of ConnexAI, with its built-in expansion capabilities, perfectly aligned with Calltastic's ambitious growth trajectory.

Jason, Enterprise Account Executive at ConnexAI representing Calltastic, provided insights into their unique approach to Business Process Outsourcing (BPO) and the pivotal role of AI in advancing their offerings. The strategic partnership between Calltastic and ConnexAI was described as mutually beneficial, with both entities contributing to each other's growth. The collaborative vision sets an ambitious goal of becoming a household name in the contact centre domain.

Calltastic's transformative journey with ConnexAI underscores the platform's power to go beyond conventional outsourcing.

From user-friendly interfaces to cutting-edge AI integration, ConnexAI has become the cornerstone of Calltastic's success. As they continue to grow together, the strategic partnership promises to deliver an enterprise solution reserved for the Fortune 500, thereby democratising outsourcing for start-ups and small-scale ventures worldwide.



Shaping the future of customer engagement

To learn more about how ConnexAI is helping businesses to overhaul their customer journeys:

visit: [connex.ai](https://connex.ai)  
get in touch with our team at [hello@connex.ai](mailto:hello@connex.ai)  
or request a free demo of our platform [here](#).