



VRL's Digital Evolution: Enhancing Customer Experience with OneXtel

Introduction

VRL (Vijayanand Roadlines Limited) is one of the India's largest and well-recognised bus operator , offering intercity travel services across the country . With a reputation for reliability and efficiency, VRL serves millions of customers annually, both in passenger travel and freight logistics .

To enhance customer satisfaction and operational efficiency, VRL collaborated with OneXtel, a leading CPaaS solutions provider, to implement a cutting-edge communication system that streamlined customer interactions and automated key processes.

They empowered their digital evolution by taking help of OneXtel . VRL integrated WhatsApp chatbot for implementation for booking journeys, tracking, and customer service . For logistics driven challenges they implemented voice for various multiple use cases.



**Vijayanand
Roadlines
Limited**



About VRL

VRL (Vijayanand Roadlines Limited) Group, established in 1976 by Vijay Sankeshwar in Gadag, Karnataka, has grown into one of India's prominent logistics and transportation companies. Headquartered in Hubballi, Karnataka, VRL operates across 23 states and four union territories, offering a diverse range of services.. Established with a vision to provide safe, reliable, and comfortable transportation, VRL has grown to become a household name in India's transportation industry. With a fleet of thousands of buses, the company operates across multiple states, connecting urban centers and rural areas alike.

Beyond passenger transport, VRL has a strong presence in logistics, handling freight movement across a vast network of over 1,400 branches. VRL's logistics division serves both businesses and individuals, making it one of India's most trusted names in cargo transport. However, as the company expanded, challenges in customer service, operational efficiency, and digital engagement became apparent.



Challenges faced by VRL

To explore the impact of OneXtel's solutions on VRL's operations and customer experience, Let's understand several challenges that impacted its service efficiency and customer experience:

High Volume of Customer Queries

VRL receives thousands of inquiries daily related to ticket bookings, cancellations, refunds, and journey tracking. Managing these inquiries manually led to long response times, resulting in customer dissatisfaction.

Inefficient Customer Support System

The company relied on traditional PSN numbers, which lacked real-time call tracking and dashboard visibility. This resulted in inefficient complaint resolution, increased agent workload, and operational bottlenecks.



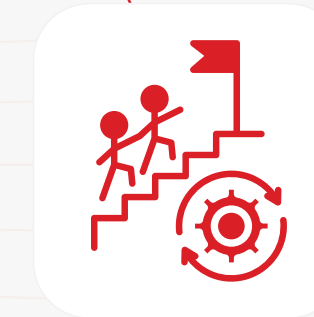
Challenges faced by VRL

Lack of Automation & Multichannel Support

Customers had limited options to contact VRL, as there was no automated support available via WhatsApp, chatbots, or SMS services. This lack of multichannel engagement made it difficult for customers to receive quick resolutions.

Operational Challenges in Logistics Division

With over 1,400 branches, integrating a seamless communication system across VRL's logistics network was a major challenge. A centralized system was needed to manage the flow of inquiries and logistics tracking.



Why Existing Solutions Were Not Sufficient?

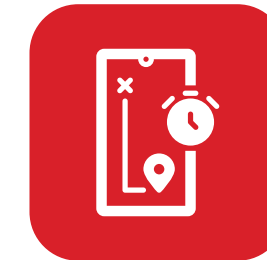
VRL has always been committed to adopting the latest technologies to improve its services. Along the way, the company realized that better communication is just as important as operational efficiency. While they had existing systems in place, they soon discovered these solutions weren't fully meeting their needs.

Here's why



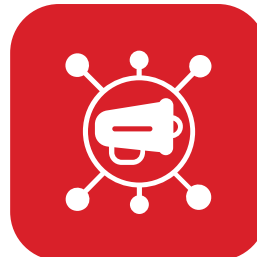
Manual Call Handling

Traditional call center methods resulted in longer wait times and inefficiencies.



No Real-Time Tracking

VRL lacked a dashboard to monitor customer interactions and service performance.



Limited Multichannel Communication

The absence of digital engagement through WhatsApp and SMS restricted customer accessibility.



Fragmented Service Operations

The logistics division required a centralized system to improve communication and tracking across multiple branches.

The OneXtel Solution: Revolutionizing Customer Engagement

Recognizing these challenges, VRL partnered with OneXtel, a leading CPaaS solutions provider, to develop an integrated communication platform. The solution included:

Call Forwarding with Dashboard Tracking

OneXtel implemented a call forwarding system with real-time dashboard tracking, allowing VRL to monitor customer interactions efficiently. This feature provided greater visibility into call volumes, resolutions, and agent performance, improving overall service reliability. This improved system will not only enhance customer satisfaction by reducing wait times but also offer better resource management and decision-making capabilities.



The OneXtel Solution: Revolutionizing Customer Engagement

WhatsApp and AI-Powered Chatbot Integration

To modernize customer engagement, VRL launched a WhatsApp chatbot on February 10, 2025, powered by OneXtel. The chatbot offered:

Ticket Bookings

Customers could book tickets directly via WhatsApp.

PNR Tracking

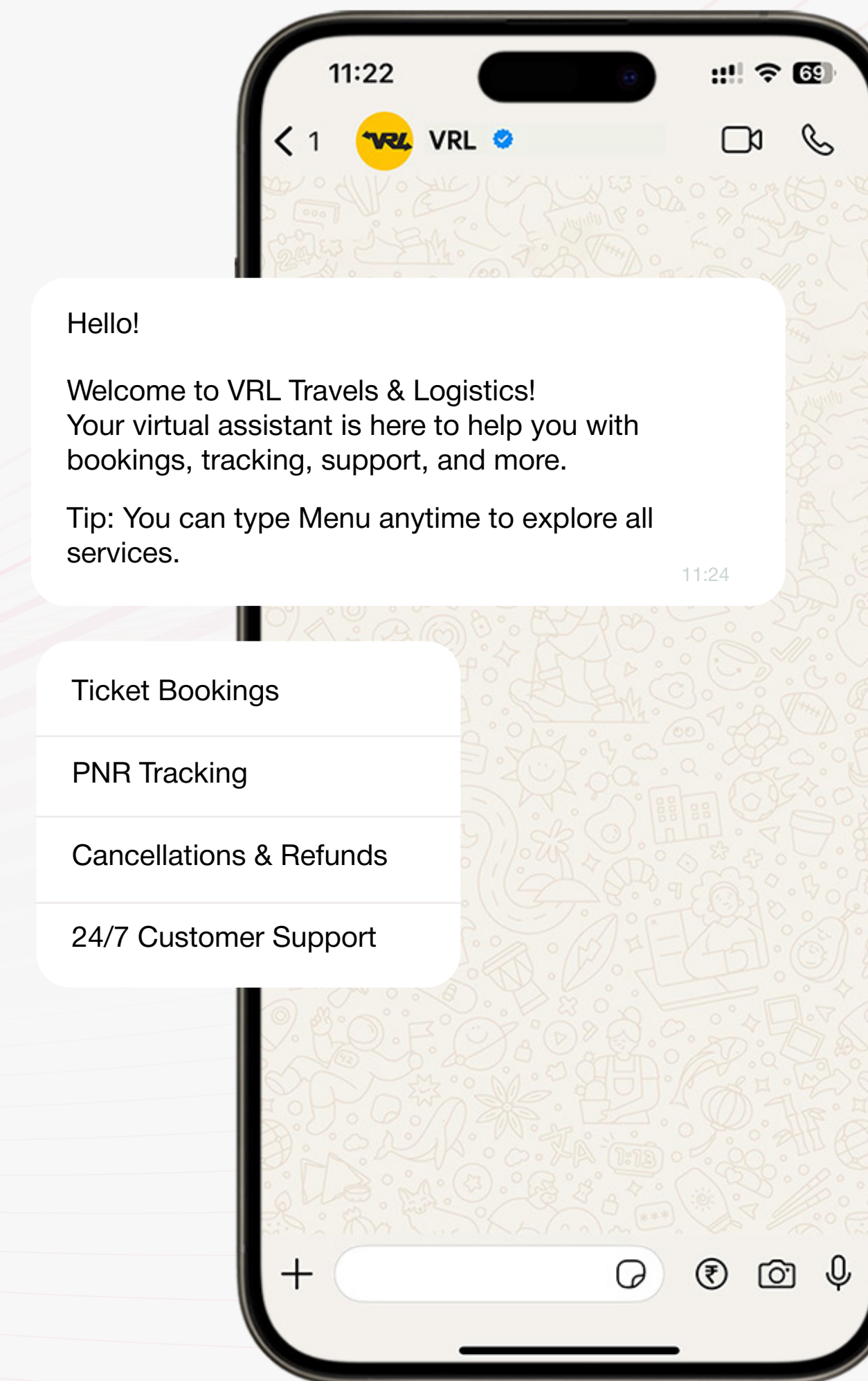
Real-time updates on journey status and ticket details.

Cancellations & Refunds

Automated self-service for managing cancellations and refund tracking.

24/7 Customer Support

AI-driven instant responses to common inquiries



The OneXtel Solution: Revolutionizing Customer Engagement

SMS Integration for Real-Time Notifications

VRL, with OneXtel's expertise, began integrating SMS services to send timely updates about ticket bookings, cancellations, journey alerts, and payment confirmations.

VRL Travels – Booking Confirmed

Your ticket has been successfully booked!

Journey: Bangalore to Hyderabad

Date: 28 April 2025

Departure Time: 9:30 PM

Seat No.: 12A (Window)

Boarding Point: VRL Bus Stand, Majestic

PNR: VRL384762

Show this SMS during boarding.

For support, reply Help or call our 24/7 helpline.

Safe travels with VRL!

Logistics Division Automation

OneXtel provided a structured approach to streamline VRL's logistics division operations, enabling better communication and service tracking across 1,400+ branches.

VRL Logistics – Shipment Confirmed

Your parcel has been booked successfully.

From: Mumbai

To: Bangalore

Consignment No.: VRL982374

Pickup Date: 22 April 2025

Expected Delivery: 25 April 2025

Weight: 15 kg

Track your parcel anytime at vrlgroup.in

For support, reply Help or call our 24/7 helpline.

Thank you for choosing VRL Logistics!



Implementation & Testing

The solution underwent a rigorous 15-day testing phase, where VRL's management and C-level executives evaluated its performance. After successful testing, the solution was deployed across all customer service agents and operational teams, ensuring a smooth transition.

The Outcome of VRL & OneXtel's Collaboration

Since implementing OneXtel's CPaaS-driven solution, VRL has witnessed substantial improvements in customer service and operational efficiency:

Faster Response Times

WhatsApp chatbot and call tracking reduced query resolution time by X%.

Higher Customer Satisfaction

VRL experienced a Y% increase in positive feedback due to enhanced service efficiency.

Efficient Call Handling

Call forwarding and dashboard tracking improved complaint resolution speed by Z%.

Seamless Multichannel Support

Customers now enjoy 24/7 accessibility via phone, WhatsApp, and SMS.

Scalable Logistics Operations

OneXtel's communication platform allowed VRL to optimize services across its 1,400+ branches.

VRL's Words for OneXtel

The Learning Curve: Adapting to a Digital Future

For decades, VRL relied on traditional methods for customer engagement. However, changing customer expectations and technological advancements made it essential to transition to a digital-first approach. With OneXtel's expertise in CPaaS-powered solutions, VRL has successfully enhanced its operations, improving both customer satisfaction and service efficiency.





Thank You
