

Every Call. Instant Context. Faster Action.

How TADA MVL improved customer service with
MekongNet Cloud PBX + CRM integration.

About TADA MVL

TADA MVL is a next-generation, on-demand mobility platform providing digital ride-hailing and fleet management services. Operating in a fast-paced environment, TADA relies on responsive communication to manage high-volume passenger support efficiently.

01 THE CHALLENGE:

Growing Demand, Greater Complexity

As TADA MVL continued to grow, its existing communication and CRM systems created limitations in visibility, flexibility, and support responsiveness.



Data Blind Spots

Existing reporting lacked the depth required to analyze call volumes, agent performance, and peak-time trends.



Rigid CRM Architecture

Limited CRM functionality made it difficult to customize workflows around TADA's daily operational needs.



Support Delays

Administrative and troubleshooting requests could take 2–3 days to resolve, creating challenges for service consistency and customer satisfaction.

02 THE SOLUTION:

A Seamless, Integrated Communication Ecosystem

MekongNet deployed an integrated Cloud PBX + CRM solution, hosted locally in MekongNet's data center and designed around TADA's operational requirements.

1

High-Performance Cloud PBX

Clear, reliable call performance with modern communication features for active call center operations.

2

Flexible CRM

A customizable CRM framework designed to better support TADA's operational workflows.

3

Native Integration

Cloud PBX and CRM work together to connect customer calls with relevant information in real time.

FROM CALL TO RESOLUTION



Incoming Call



Customer Identified



Customer History Displayed



Agent Responds



Interaction Recorded

03 THE RESULTS:

Faster Support. Better Visibility. Smoother Customer Service.



Real-Time Reporting

Greater visibility into call metrics and support ticket reports for more informed operational decisions.



Faster Support Turnaround

MekongNet's support team responds to incoming requests immediately, replacing previous multi-day delays.



Elevated Customer Experience

Immediate access to customer information helps reduce handling time and shorten resolution paths.



Using the MekongNet Cloud PBX and CRM integration every day has been a great experience for our team. It works perfectly, offering clear voice quality and fast performance. MekongNet's rapid support has helped us raise the bar for our own customer service, while making real-time data tracking simpler than ever. – TADA MVL

BUILD BETTER CUSTOMER COMMUNICATION.

Talk to MekongNet about Cloud PBX and business communication solutions.

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