

Case Study



Mr. Atul Sharma is a businessman who is in the export business. He resides and works in India but has clients in USA



Problem

Whenever Mr. Sharma's clients from USA called him on his India number, they would pay \$1-2 per minute. Business calls would generally last for about 10-15 minutes. Since the call rates were expensive, Mr. Sharma felt his clients were reluctant to speak with him, thereby affecting his business.



Solution

He bought a USA number from Ajura (Ajura Global Number) and mapped this number to his office phone. He also flashed the number on his website, and his visiting card. So now whenever Mr. Sharma's clients from USA called him on his Ajura Global Number, he would receive the call in his office in India. The call would also be a local call for his customers who were delighted.



Result



The cost for taking an Ajura Global Number was a mere \$10/month and the call charges he had to bear were approximate 3 cents/minute. However, when he compared this cost with the impressive revenue he was incurring, Mr. Sharma was keen to buy Ajura Global Numbers for several other countries where he had established business presence.