



# Visual IVR Case Study

## Leading Credit Card Company in EMEA

### Company Background

This company is a leading credit card provider in the Middle East, with over 2.4 million card holders and 40 thousand merchants. The company is ranked first among credit card companies thanks to their business mantra of putting the customer first.

### The Main Challenge

This credit card company wanted to improve self-service and provide their customers with digital engagement options. Despite having a successful mobile application, they still received thousands of calls per day into the contact center. Moreover, for this company, innovation is an integral part of their vision.

### Solution

This company values the customer experience and wanted to provide additional channel options to allow self-service, but at the same time, they didn't want to limit access to the voice channel for customers preferring to speak to an agent. Understanding that a mobile app isn't for everyone, they searched for a hybrid solution that enabled digital self-service on the voice channel, with easy accessibility to a phone agent.

They implemented Jacada Visual IVR which provides voice callers the option to pivot into a digital self-service session, where customers can easily resolve their inquiries without needing to speak with an agent.

### Results

Call containment increased from  
**49% to 60%**  
when comparing Visual IVR over the traditional voice IVR.

**66%** ranked the service as either "Very Good" or "Excellent", furthering the perception of the company's innovation and priority of putting the customer first.

### Primary Impact



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