



Visual IVR Case Study

Leading Global Telecom



Company Background

This company is one of the leading telecommunication providers located in Asia. They provide internet, television, mobile voice/data and cloud solutions in the personal and business type marketplaces. Their mobile subscriber base is made up of over 500 million customers and their revenue is in excess of \$10 billion.

The Main Challenge

This company was trying to overcome a number of challenges. Their specific challenges included a high overall volume of calls into the contact center, a desire to increase their customers' adoption of existing digital assets (mobile app and website) and a sub-standard customer experience with the contact center. They were also at the time, unable to transfer context of the caller intent from the existing IVR to the agent.

Solution

They selected Jacada Visual IVR which is designed to provide inbound callers with the option to pivot the call into a web-based mobile self-service session. Customers calling the contact center are now directed to the specific digital help they are seeking, instead of investing time and effort searching for it.

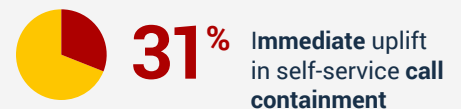
The product has been successfully implemented across three main business units with plans to expand further:

1. Mobile for post-paid mobile users
2. Non-Mobile for scenarios pertaining to fixed line services, broadband subscriptions and TV
3. Pre-paid Mobile

Results

- Call containment has increased by 31%, resulting in fewer calls needing to be routed to available agents.
- Nearly all users are reporting high levels of satisfaction from this new and unique experience.
- Callers who require agent interaction following Visual IVR, are transferred with full context from the Visual IVR interaction.

Primary Impact



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