

# Improve channel efficiency with SMS and Facebook Messenger

CASE STUDY

Customer Service

Global subscription  
media company



30%

of IVR calls diverted

## Goals

- Enhance customer experience by offering asynchronous messaging support.
- Deflect customers from voice to more efficient digital channels.
- Reduce long wait times during busy periods.

## Solution

- Analysis of inbound calls on the client's IVR to identify query types that could be transitioned to messaging, such as billing queries, charge disputes, downgrades, removes, and voucher / incentive queries.
- Reconfiguration of IVR to offer waiting customers the option for support through SMS or Facebook Messenger (FBM).
- Authentication process for secure communication with customer service team.

## Results

- 30% of calls on IVR successfully diverted to SMS or Facebook Messenger.
- 1,200 colleagues moved from voice to messaging.
- 2.2X efficiency over voice – from one concurrent call up to five concurrent messages.
- 7% increase in CSAT.