

CX hot six #5: messaging

Global
subscription
media company



30%
of IVR calls diverted

A background image showing a person's hands using a laptop and a smartphone. A dark notification box in the top right corner displays a blue checkmark and the text 'Payment Successful'.

✓ Payment Successful

Client objectives

- Deflect customers from voice channel to more appropriate channels.
- Reduce long wait times.
- Enhance customer experience.

Firstsource solution

- Analysis of inbound calls on the client's IVR.
- Identification of customers who could be transitioned from voice to SMS or Facebook Messenger (FBM), instead of being put on hold.
- Deployment of customer authentication process for secure communication with customer service team.

Business outcomes

- 30% of calls on IVR successfully diverted to SMS or Facebook Messenger.
- 200% increase in customer channel efficiency.
- 85% customer satisfaction.