

# Improve channel efficiency with SMS and Facebook Messenger

CASE STUDY

Customer Service

Global subscription  
media company



30%

of IVR calls diverted

## Goals

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

## 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..

## Results

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