



C A S E S T U D Y

IT, Consulting and Outsourcing Client

Cost-effective, reliable A2P Messaging with seamless integration helps to build loyalty & client satisfaction by keeping the leading Global IT Consulting & Outsourcing services client informed during incidents.

Here is an insight on how we collaborated with one of the leading global IT, consulting, and outsourcing clients and enabled it to #RouteItRight by enriching its customer communications & engagement using our product A2P Messaging.

About the organisation

A global IT, consulting, and outsourcing company with a presence in over 170 cities across the world and a leading global provider of internet and communication technologies to enterprise clients across 38 countries.

Product



A2P Messaging



Challenges faced

- Client's service teams were facing challenges in delivering timely communication within the service staff and in addressing general customer queries
- The helpdesk queries weren't communicated in real time as telephonic calls were the primary mode of communication
- Proper coordination required multiple phone calls which was not ideal as recipients were not always available on call

Scripted the success story by

Integrating Route Mobile messaging platform across the systems and deploying A2P Messaging

Integrating its messaging platform across the clients systems enabling all departments to send manual or automated messages for mass notifications or incident management alerts

Centralised Management - Centralized messaging management and administrators have access to create, control, and manage unlimited user accounts

For every ticket created, an SMS notification and alert is sent to all the relevant individuals

Outcomes of #RouteItRight methodology

- Reduced costs & time associated with multiple, more expensive phone calls and time spent by support staff to provide routine information
- Instant distribution of time-sensitive notifications to anyone, anywhere across the world
- Increased efficiency and first response time reduction through automated notifications
- Seamless integration into unique workflows for each department increased effectiveness
- Higher CSAT - SMS is less intrusive than multiple phone calls that may or may not be received by the end customer which lead to higher customer satisfaction
- Transmission of consistent, error-free notifications to all stakeholders instantly using pre-defined templates and configurable automated workflows
- Increased customer satisfaction and loyalty by engaging customers and keeping them informed during incidents

About Route Mobile Limited

Founded in 2004, Route Mobile is one of the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions that caters to enterprises and OTT players (streaming media service) to improve their customer interaction & enhance customer engagement.

Route Mobile's communications platform comes with a unified API that includes wide range of products & services for diverse set of industries.

Route Mobile through its acquired company 365squared caters to telecom operators by providing them firewall, analytics & monetization solutions & Call2Connect offers world-class customer support solutions, back office & consultancy services as well.

