



## C A S E S T U D Y

# Mobile App Client

Customised IVR helps in building hyper-personalised customer engagement and **reducing the operating costs by 25%** for a leading Mobile App client

Here is an insight on how we collaborated with one of the innovative mobile app start-ups and enabled it to #RouteItRight by enriching its customer communications using our product IVR.

## About the organisation

An innovative mobile app start-up that helps to track the mobile usage including outgoing calls, messages sent, and data used with a dedicated app installed on the subscriber's phones.

### Product



Interactice Voice  
Response (IVR)



## Challenges faced

When the organisation released its app, it was a great success. However, since it was related to the service industry, there was an immediate need to set up a call center to address customer queries. The company is a startup, and didn't want to invest in costly hardware, Capex investments. They rather were interested in a customized voice solution that would take care of their requirements and help them focus on their core business.

## Scripted the success story by

Deeper Customer engagement hosted via IVR functionality

Once the user dials the IVR number the welcome message plays before the call routing happens

User is asked for the choice based on the product or services he called for

Based on the user's choice of selection (DTMF input), the user is directed to the correct or respective agent

If all the agents are busy attending other queries, the user is politely asked to wait and some other information gets played on call until the agent picks up the call to answer the user's query.

Call recording features have helped organizations to monitor and improve the quality of all the calls handled by their agents.

CRM integration helps agents to know about the caller before they answer the call.

## Outcomes of #RouteItRight methodology

- Minimal investment & reduction in operating costs by 25%
- Automated functionality for handling client queries seamlessly
- Flexible solution with a host of features

## 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.

