



C A S E S T U D Y

Web and Mobile Platforms Solutions Provider Client

A speedy, versatile, and accessible outbound dialer helps to efficiently send custom reminders to the customers of a leading Web and Mobile Platform solution provider.

Here is an insight on how we collaborated with one of the leading Web and Mobile Platform solution provider clients and enabled it to #RouteItRight by enriching its customer communications using our intelligent & sophisticated Outbound dialer.

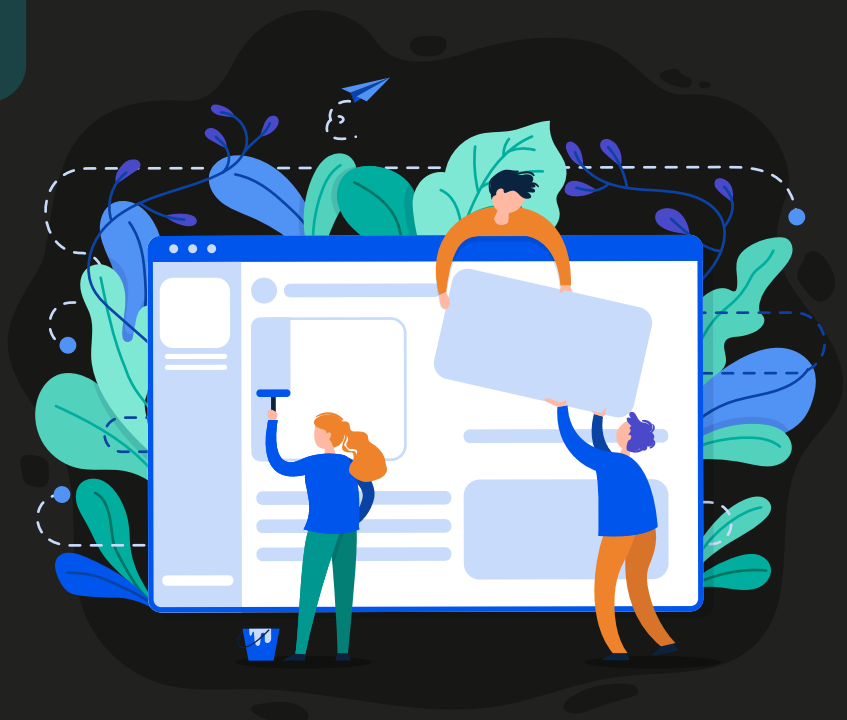
About the organisation

A leading web and mobile platform solutions provider that automates business processes. Their unique business mobility solutions are designed to offer a strategic advantage to businesses.

Product



Outbound Dialer



Challenges faced

As a solution provider, they work with various enterprises from different sectors. To service their clients, especially in the financial sector, requires a stable solution like an outbound dialer for sending loan reminders, credit card payments etc. As these are customer data of banks, they needed an end-to-end solution that would be flexible and highly secure.

Scripted the success story by

Enabling the leading solutions provider to send custom reminders to their clients through our intelligent & sophisticated OBD

The information like user account id, card number, date and amount were mentioned in the call recording with the use of text to speech engines

Helping them reach to thousands of subscribers with automated calls & retry logic functionality to ensure campaign success

Providing a reporting panel using a dashboard to explore and analyse the performance of their campaign

Outcomes of #RouteItRight methodology

- High ASR @ 78%
- Minimal time to reach the audience
- Additional customization at lower cost

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.

