



# CASE STUDY CALL DEFLECTION

## BACKGROUND

- COMPANY: Credit Card Issuer (over 4M)
- INDUSTRY: Financials, EMEA

## BUSINESS NEED

Call Deflection

## CallVU SOLUTION

CallVU Mobile Digital Engagement

## Project Highlights

The customer implemented CallVU in Production

## USE CASE

Customers used to call customer service to change their monthly automatic payment day (bill cycle). As this was not a value adding call, CallVU transformed this into a self-service process.

## SCOPE OF PROJECT

The organization integrated CallVU over all telephony processes in a production environment.

## ACCESS TO SERVICE

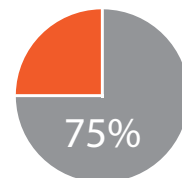
The service is available for users who have downloaded the app and for non-app users via an SMS/Web interface.

## SERVICE PROMOTION

During the initial phase, no promotion or any other information was given to users. The new service is viewed live when a call is made to a dedicated number.

## BUSINESS IMPACT

Increase in usage of self service capabilities by 75%



Success criteria for usage is completion of process, i.e. changing the automatic payment date. The comparison was between the DTMF based IVR self-service and the CallVU visual service.

## SELF-SERVICE SUCCESS RATES

METHOD	PERCENTAGE
DTMF IVR	30%
CallVu	53%

## NEXT STEPS

Expanding visual self-service to areas a DTMF IVR cannot support because an alpha-numeric input is needed, or the process is too complicated.

## ABOUT CALLVU

Established in 2012, the company offers the CallVU Visual Contact Center, a highly engaging mobile digital experience that converges voice calls with interactive digital content. CallVU brings social collaboration to traditional voice interactions. With CallVU, customer service organizations can deliver digital content to smartphone devices during each stage of the IVR call session. CallVU technology is protected by United States patents and has received award recognition at major industry events and conferences worldwide.