



# CUSTOMER ENGAGEMENT

## BACKGROUND

- COMPANY: Wireless Operator
- INDUSTRY: Telco, EMEA

## BUSINESS NEED

Call Deflection

## CallVU SOLUTION

CallVU Mobile Digital Engagement

## BUSINESS IMPACT

**CallVU delivered over 700% improvement in self-service**

Success criteria for usage is completion of process, i.e. activate call screening. The comparison was between the DTMF based IVR self-service and the CallVU visual service.

### SELF-SERVICE SUCCESS RATES

METHOD	PERCENTAGE
DTMF IVR	5%
CallVu	38%

## Project Highlights

The customer implemented CallVU in Production

## USE CASE

Customers used to call customer service to set up call screening (filter) when they travelled. As agents are not value-adding to this call type, this carrier wanted to increase self-service with CallVU.

## SCOPE OF PROJECT

The organization integrated CallVU over roaming services.

## ACCESS TO SERVICE

The service is available for users who have downloaded the organizational app..

## SERVICE PROMOTION

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.

## NEXT STEPS

Expanding visual self-service to all other call numbers/ service types.

## 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.