



BUSINESS ENABLEMENT

BACKGROUND

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

BUSINESS NEED

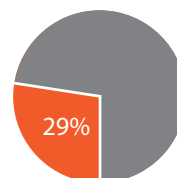
Business Enablement

CallVU SOLUTION

CallVU Mobile Digital Engagement

BUSINESS IMPACT

Quick business recovery and call volume reduction by 29%



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

SELF-SERVICE SUCCESS RATES

METHOD	PERCENTAGE
DTMF IVR	62%
CallVu	75%

Project Highlights

The customer implemented CallVU in Production

USE CASE

Customers used to call customer service to retrieve their credit card PIN code. When a customer didn't complete the process, they used another card. In order not to lose revenue, the company implemented CallVU for business enablement.

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.

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.