

The largest telecom player in the Middle East reduces wait times for customers

Challenge

- The existing contact center of the largest telecom company in the Middle East did not provide customers the flexibility to receive a call back
- Customers were unable to use their smartphones to connect to the existing contact center
- The agents were not equipped with better call handling facilities such as receiving the call context or knowing customer's previous interactions

Solution

- Servion designed and deployed an integrated solution with an outbound dialer to initiate a call back to the customer after reserving an agent
- An agent CTI application which provides customer information such as CLI, category of the caller, screenshot of the mobile application from which call back was initiated
- A mobile connector application that interfaced with the customer's mobile application and the contact center

Results

- Customers were able to register for a call back at their preferred time or when an agent was available
- Customers were provided Expected Wait Time on their mobile applications
- Customers were able to connect with the contact center using their smartphones
- Agents were able to better service as the CTI application provided previous interactions of the customer

