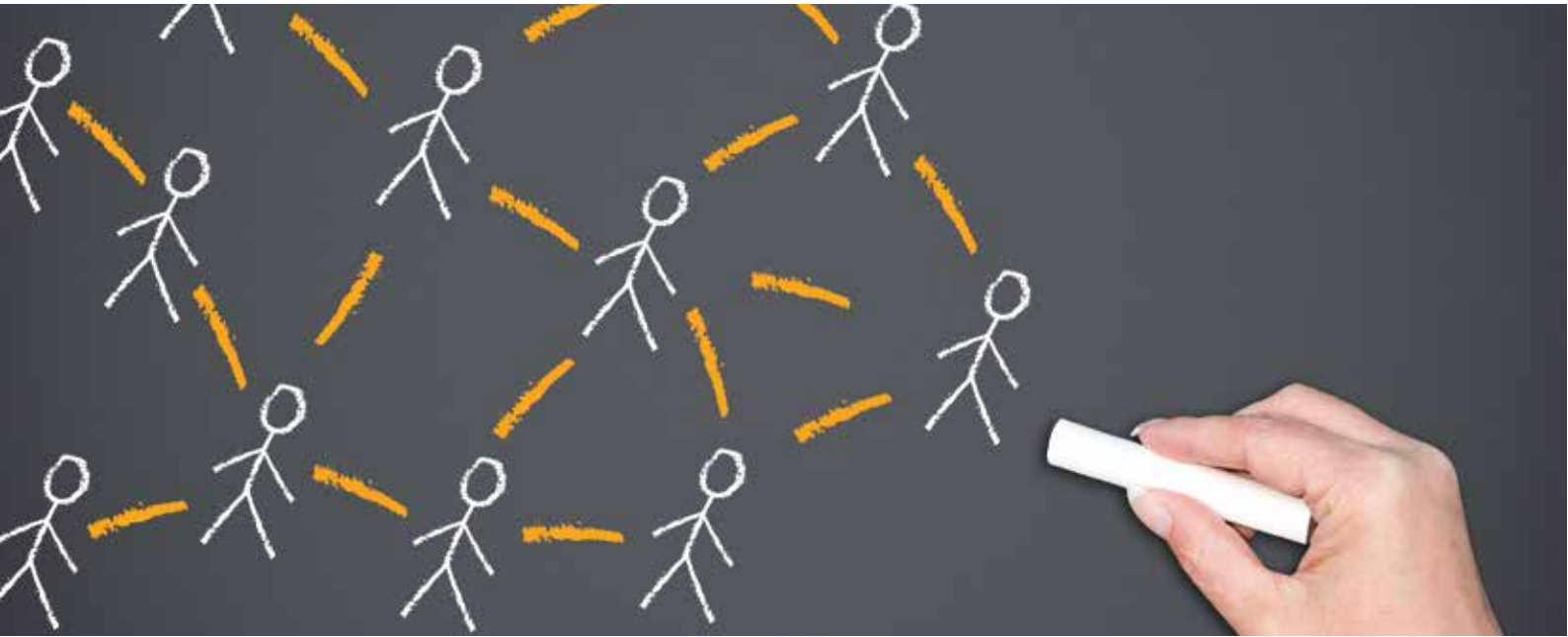


## Cost Savings post Transition through E2E CCT/IVR Deployment



### The business challenge

Client a leading Telecom operator in Africa, was facing the challenge of dealing with Customer Accessibility at the Contact Centre IVR and Agent Transfers leading to poor NPS scores. Overwhelmed with abandoned calls and not able to manage the huge call flows. Leading to large inflow of calls at ACD level with cost going up and NPS going down

### The Solution

iSON took over end to end CX Management including deployment of new CCT Technology/ IVR end to end from client in Global Multi Bid process as a Non Hosted process.

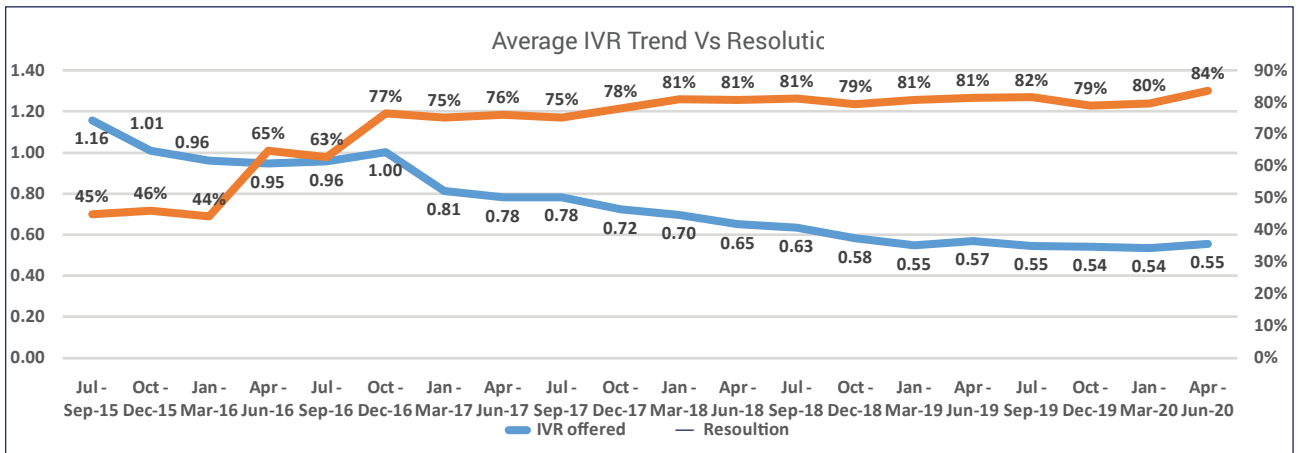
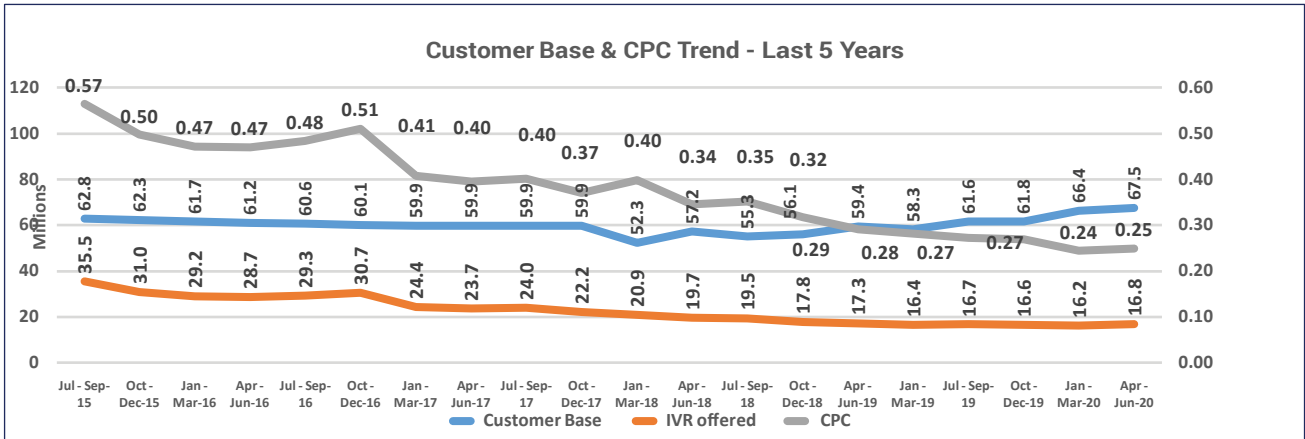
### What We Did

New CCT solution including ACD & IVR installed . IVR Menu and sub menu options hanged to reflect the customer choices and preference. Introduction of Multiple Self Services leading to increase in IVR Resolution% from 45% to 77% in 2016 at the initial stages.

Addition/Deletion of the Self Service option/menu Top Call Driver lead to increase in IVR resolution from 77% to 81% in 2019 trending above that now

Continuous revamping of leading to IVR becoming more informative and responsive





- The average daily hits on IVR has dropped from 1.1 MN to 0.5 MN; Overall Reduction > 50%
- The resolution rate increased from 45% in 2015, to 78% in 2017, and then move up to 84% in 2020

**50%**  
reduction in  
IVR Costs –  
from Aug'15  
to May'20