



IT: Mass Messaging & Notification

About the Organization

A global IT, consulting, and outsourcing company with a presence in over 170 cities across the world and a leading global provider of internet and communication technologies to enterprise clients across 38 countries.

Challenges Faced

The Clients' service teams were facing challenges in delivering timely communication within the service staff and in addressing general customer queries. Status of helpdesk queries received weren't communicated in real time as telephonic calls were the primary mode of communication. Proper coordination required multiple phone calls which was not ideal as recipients were not always available on call.

Solution Deployed

Route Mobile integrated its messaging platform across the clients' system enabling all departments to send manual or automated messages for mass notifications or incident management alerts. For every ticket created, a SMS notification and alert is sent to all the relevant individuals. Management of messaging is centralized and administrators have access to create, control, and manage unlimited user accounts.

Impact of Solution

The solution enables the clients to minimize the impact of incidents/issues on revenue, productivity, and reputation by rapidly communicating the most up-to-date information with the right personnel.

Integrating Messaging into client's service operations had a direct impact on overall efficiency and cost savings in the following ways:

- ▶ Reduced costs & time associated with multiple, more expensive phone calls and time spent by Support Staff to provide routine information
- ▶ Instant distribution of time-sensitive notifications to anyone, anywhere across the world.
- ▶ Increased efficiency and first response time reduction through automated notifications.
- ▶ Seamless integration into unique workflows for each department.
- ▶ SMS is less intrusive than multiple phone calls that may or may not be received by the end customer.
- ▶ Transmission of consistent, error-free notifications to all stakeholders instantly using pre-defined templates and configurable automated workflows.
- ▶ Increased customer satisfaction and loyalty by engaging customers and keeping them informed during incidents.