



A leading mobile software company uses Plum's Fuse rapid application development platform to quickly create, manage, and deploy self-service voice applications world-wide.

About



Plum Voice delivers business automation solutions through interactive voice response (IVR) for a wide range of companies. Plum's platform provides organizations with the tools and control they need to develop, measure, and improve voice applications for great caller experiences, improved contact center ROI, and lower overall customer service costs. Contact us to get started on your success story.

Contact:

131 Varick Street, 9th Floor
New York, NY 10013

US: 1.800.955.7586

UK: 0845.355.3330

sales@plumgroup.com

For more information, visit
www.plumvoice.com.

A leading, Vancouver-based mobile software company (MSC) specializes in creating and fostering a mobile social networking experience. This experience revolves around a range of products and services that includes multi-player games, chat and instant message applications, and an array of advertising and business solutions. MSC's products are used by more than 100 million people all over the world.

Providing support for millions of global customers was no simple feat. An important aspect of this included phone support. MSC utilized many different telephony companies in North America and throughout the globe. Each region had a dedicated toll free number and language settings varied between many regions as well. In addition to all of these regional phone lines, MSC also maintained a toll free number for each of their stand-alone products.

Customers contact MSC via phone with issues as varied as billing, account inquiries, subscription management, and product/password support inquiries. Add to these mission-critical items the high call volume of a growing, international business and MSC recognized that they needed to get their telephony under control. MSC wanted the flexibility to enable either their development or their IT team to control their telephony operations without interfering with their production and development schedules.

Challenges

- Managing multiple projects and code source bases
- Limited developer resources
- Self-service solution with global reach

It's no secret that telephony is one of the most complex systems a company has to manage. Yet having complete, in-house control of their voice-based customer service and IVR applications emerged as a critical necessity for MSC. The company already had developers managing code bases for multiple products and information systems, but none dedicated to telephony. The idea of adding to their developers' already heavy workload and building something from scratch wasn't very appealing. To do so would mean pulling developers off of product development and have them learn a new programming language.

For MSC the issue was less about having developers on staff, and more about prioritizing developer resources in the smartest way possible. The goal was to tip the scales of productivity in their favor, not the other way around, while at the same time gaining control over their telephony systems. Because telephony is so complicated there was little that non-technical staff could

do to help offset the development and management needs of a self-service voice application. However, giving non-technical members of their marketing and customer service teams the ability to modify certain aspects of their voice applications was precisely what MSC wanted.

On the other side of the equation, MSC also had a limited number of customer care agents available to field calls. Therefore, they sought to achieve a better balance between agents and self-service phone options. "We wanted to be able to allow the customer to self-serve before deciding to transfer to Customer Care," said MSC's Senior Manager of Customer Relations. As the company continues to grow in foreign markets, efficient self-service became increasingly important to provide support to customers who spoke languages that their agents did not.

Solutions

Was there a way for MSC to have complete control over their call routing and IVR applications without overburdening their developers? MSC considered a number of different software solutions for their self-service needs, but ultimately found that Plum Voice's Plum Fuse platform did everything that they wanted it to and more.

- Visual user interface with no need to code
- Robust life cycle management tools
- Application cloning for rapid global deployment

No Coding Necessary

Fuse's visual call-flow editor and user interface makes it easy for anyone to create, modify, and manage powerful communications applications that automate customer interactions without writing a single line of code. That meant that MSC developers could farm out development tasks to other people at the company, including non-technical customer service stakeholders. Fuse's graphic user interface lets users visually model workflow logic and design applications by "snapping together" components from a library of modules that cover all of the requirements for IVR, messaging, telephony, and data management.

This visual interface was a boon to developers as well. Coding styles are as different as the people who write that code. Fortunately, with Fuse, MSC's team didn't have to worry about trying to decipher someone else's code. A quick glance at the application is all anyone needs to understand how a call-flow functions. This type of seamless development approach was just what MSC's developers needed. On top of all this, Fuse's intuitive, visual interface renders the need to learn or manage legacy code null and void.

Easy Life Cycle Management

Divvying up responsibility for creating their app was made easier thanks to Fuse's native life cycle management features. These enabled MSC's team to have the control that they wanted over their communications application. Administrators can control, at a granular level, the type of access other users have in modifying the application. For example, MSC's expansion into Latin America brought with it a significant number of Spanish-speaking customers. When looking at the service their IVR application provided to these customers, MSC noticed that many of them called with the same issue and were transferring out of the IVR to speak with live agents.

Fuse eliminates the burden of updating an active application. For example, an MSC administrator clones their application for the purpose of updating Spanish-language audio. The admin then uses permissions controls to determine which team members have access to the app, effectively delegating the task to another stakeholder. Once the audio is updated the administrator can test the revised application to check proper functionality before deploying it. The benefit here is that anyone can update a given component in the application without breaking the entire thing.

When it came to MSC's Spanish-speaking callers, the company was able to implement an easy modification to their IVR application by adding a new message for those callers that drastically increased call containment. "Not only did this provide a quicker response to our customers, it also improved our employee satisfaction," said MSC's Senior Manager of Customer Relations. By allowing agents to focus on more complex customer inquiries, Plum Fuse enabled MSC to provide better, high-touch service to its customers.

Cloning Makes the Iteration Process Made Easy

Now if MSC was just creating and managing voice applications in North America that would be impressive in its own right, but the company has a global reach and user base. Fortunately, a simple remedy existed for the problem of extending their Fuse application to cover other regions and languages. Not only does Fuse natively support dozens of text-to-speech languages, but its one-click cloning feature means that there is no need to build an application from scratch for each region.

Once MSC had a call-flow that did what they wanted it to all they needed to do was clone it, adjust the language settings, and deploy the modified call-flow to a new phone number in a new region. Updating these applications to reflect regional or linguistic differences by translating scripts or prompts and uploading new voice-over audio is a breeze because anyone can do it. Fuse's life cycle management features work the same way on application duplicates as well.

Conclusion

It may seem that Plum Fuse was custom tailored to fit MSC's needs, but that wasn't the case. All of the features that solved MSC's business problems are native to the Fuse platform. In the case of MSC, the reach and scope of their business meant that they were simply able to utilize many of Fuse's features. At the end of the day, the Fuse platform itself is what helped MSC harness and control their telephony technology and self-service offerings. With the help of Fuse, MSC increased call containment and improved their customer service without taxing their developer resources. That is what's commonly referred to as a win-win situation.



Plum Voice makes interactive voice response (IVR) more effective, providing organizations with the tools and control they need to develop, measure and improve voice applications for great caller experiences, improved contact center ROI and lower overall customer service costs.

131 Varick Street, 9th Floor | New York, NY 10013

US: 1.800.955.7586 | **UK:** 0845.355.3330

sales@plumgroup.com

For more information, visit www.plumvoice.com.

© 2017 The Plum Group, Inc. All rights reserved.