



Customer Engagement Software for Utilities Case Study

Upgrading Legacy Call Centers to Outperform Digital Channels

Aiming to enhance its call center performance and match its digital channel's success, a multinational organization turned to Grypp for assistance.

By equipping their agents with Grypp's user-friendly visualization tools, the company quickly experienced significant improvements. Within weeks, they achieved increased attachment rates and conversions in their call center, surpassing their online channel's results.



+\$1.4M

Revenue
per quarter

+19%

Conversions
from voice

+17%

Attach Rate
vs. baseline

36x

ROI
on platform and support