

Transsion

Transsion is a multinational company specializing in mobile phone manufacturing and other consumer electronics. It is best known for its smartphone brands like TECNO, Infinix, and itel, which dominate markets in Africa, South Asia, and Southeast Asia.

Challenge

Faced with global markets, Transsion has a dozen of customer service systems for different countries, which were not integrated with each other. For some sites of Transsion, there was even no customer service system, so agents could only make and answer phone calls with telephones or mobile phones, and record the calling content and relevant data manually. Therefore, it was really difficult for administrators to manage everything orderly.

Solution

Sobot helps Transsion build a global call center system, which supports inbound and outbound calls in various countries, and automates the summary and recording of conversations.

- **Integrate all customers' calls in Sobot united call center system**

With the help of Sobot, Transsion has established a global call center system, where Transsion's agents can answer and make phone calls of all countries, and don't need to use different call centers for different regions. Sobot's call center system is integrated with CRM system, that means, agents can easily see customers' information with the call, and create tickets with just one button. Besides, Sobot call center system is also equipped with automatic recording and summary, significantly saving agents' time and energy.

- **Make intelligent outbound calls with AI voicebot to enhance customer satisfaction**

Besides regular service, Transsion also needs to make outbound calls to conduct customer satisfaction surveys and check if the problems in tickets have been solved. With Sobot, these have been much easier. Sobot AI outbound voicebot can automatically make outbound calls to customers based on the set calling tasks, collecting their ratings on Transsion through numeric keypad. It can also send WhatsApp messages to customers with a more detailed questionnaire, further learning about the influence factors of CSAT.

61%+

AI Outbound Call Connection Rate

22%+

Valid Feedback Rate for AI Outbound

73%+

CSAT for AI Outbound