

# Tetherfi x Pertamina

## Enabling Seamless Omni-Channel Engagement for Indonesia's Energy Leader

### CHALLENGES

Pertamina faced the complexity of managing customer service across disconnected channels, which led to fragmented customer experiences and limited visibility for their teams. The high agent workload from handling multiple platforms separately made it challenging to maintain fast and consistent responses.





Moreover, there was a pressing need to enhance customer engagement while ensuring seamless integration with Pertamina's existing CRM and communication systems, to support their ambitions for delivering better, faster, and more efficient customer service.

### SOLUTIONS

To address these challenges, Pertamina deployed Tetherfi's fully integrated **omni-channel platform**, enabling their teams to operate efficiently through a single, unified interface.

Agents and supervisors now work with a blended desktop console, managing voice calls (inbound and outbound) with intelligent campaign management tools. Social media channels like Facebook, Instagram, WhatsApp, and X are seamlessly integrated, alongside webmail connected to their Exchange Server. AI-powered live chat through Virtual Agent enhances automation, while Click to Call and Video Call features from their website provide instant customer engagement. Unified customer journey mapping and integration with BMC Remedy CRM ensure full visibility and data accuracy, creating a future-ready customer engagement ecosystem.

### BENEFITS

-  Higher agent productivity through unified workflows
-  Improved customer satisfaction with faster, personalized service
-  Enhanced operational visibility and control
-  Scalable platform, future-ready for expansion



#### Company

Pertamina is Indonesia's state-owned energy company, serving millions of customers across the country. As a trusted provider of fuel and energy solutions, Pertamina is deeply committed to delivering safe, reliable, and customer-centric services to drive Indonesia's energy future.

#### Location

Headquartered in Jakarta, serving operations across Indonesia

#### Tetherfi Solution Deployed

Unified Omni-Channel Contact Center Platform

*"Tetherfi's omni-channel solution has helped us transform the way we engage with our customers. By unifying all communication channels into a single platform, we've improved agent productivity, gained better operational visibility, and delivered faster, more personalized service to our customers."*

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