

Singapore's Leading Mobile Operator *Reduces IVR Change Spend* by 80% with Tetherfi

CHALLENGES





Managing frequent IVR call flow changes had become a significant operational burden, both in terms of time and cost. The client was **incurring a substantial high-end annual spend on IVR** updates while struggling to achieve acceptable first call resolution rates. Limited in-house control over call flow changes meant longer turnaround times and delays in deploying new services. There was also a strong need to reduce average handling time, improve SLA performance, and deliver a more flexible, responsive customer experience through voice self-service.

SOLUTIONS

Tetherfi deployed a modular and GUI-based Interaction Workflow Engine that enabled the client's internal teams to **independently create, configure, and update IVR call flows using an intuitive drag-and-drop interface**. The platform included critical features such as maker-checker controls, call flow simulation, scheduling, rollback, version control, and multi-language support to cater to a diverse customer base.

Tetherfi's solution leveraged its low-code bot designer components, including the interaction workflow engine, VXML interpreter, and seamless integration with CRM and backend systems. The result was faster implementation, better accuracy through simulation tools, and significant cost savings by empowering in-house teams with full control over faster IVR changes and deployments.

BENEFITS

-  Reduced yearly IVR change-related spend by 80%
-  Tetherfi's Interaction work flow engine provided customer with ability to make call flow changes in-house with faster turnaround time and agility
-  Ability to simulate IVR call flows, schedule call flow rollout and rollback, enabled go-to-market advantages
-  Ability to create call flows in-house with maker / checker feature meant faster turnarounds with quality



Company

Singtel (Singapore Telecommunications Limited) is Asia's leading communications technology group, providing a wide spectrum of digital and infocomm technology services. With over 770 million mobile customers across multiple markets, Singtel is at the forefront of innovation, powering enterprise, government, and consumer services across the region.

Location

Headquartered in Singapore

Tetherfi Solution Deployed

Modular IVR Management and Interaction Workflow Engine