SUCCESS STORY

Driving ***Cost-Efficient*** Customer Engagement by Deflecting ***Telephony Voice Calls to Digital Channels***

CHALLENGES

As part of its digital transformation initiative, the bank aimed to overcome the limitations of its legacy voice systems. **Rising support costs**, **long wait times**, and **the lack of scalable self-service option**s were putting strain on customer service operations. To stay competitive and meet evolving expectations, the bank needed to shift from voice-dependent support toward more efficient, digital-first engagement.

SOLUTIONS

Tetherfi implemented **an intelligent Deflect-to-Digital solutio**n that redirects incoming IVR calls to a mobile self-service chat experience. Customers who contact the IVR receive a secure SMS link to continue the interaction via chat. This chat platform is integrated with backend systems and CRM, enabling secure, authenticated, and personalized engagements. **Powered by Tetherfi's Work Queue Engine**, **WebRTC Recorder**, and **encryption via the Key Management System (KMS)**, the solution ensures operational efficiency while maintaining security and compliance.

BENEFITS

- Improved ROI and reduced total cost of ownership through digital self-service
- Enhanced SLA performance with intelligent routing and workflow management
- Reduced call abandonment rates by offering alternative digital assistance
- Increased customer satisfaction and service flexibility across touchpoints
- Lowered operational costs by enabling concurrent chat handling at scale

UOB

Company

Recognized as the Best SME Bank in Asia, this leading financial institution is known for its forward-thinking approach to digital transformation. With a strong commitment to innovation, the bank continuously explores new ways to improve customer engagement and operational efficiency.

Location

Singapore

Tetherfi Solution Deployed

Deflect-to-Digital: Self-Service Chat Solution Integrated with IVR, CRM, and Backend Systems

tetherfi

• Singapore • India • Sri Lanka • USA • Indonesia • Malaysia • Japan • Canada • Australia

For more information visit Tetherfi.com or write to us at info@tetherfi.com

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