

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 options** 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 solution** 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



Company

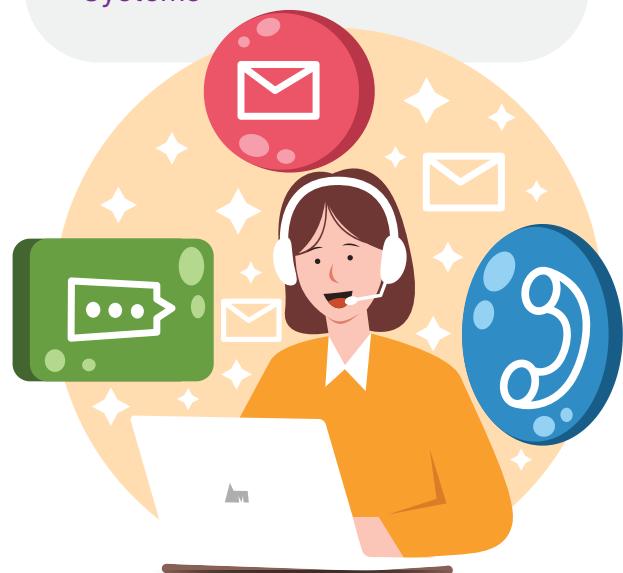
Recognized as the Best SME Bank in Asia, this leading financial institution is known for its forward-thinking approach to digital transformation. With a strong commitment to innovation, the bank continuously explores new ways to improve customer engagement and operational efficiency.

Location

Singapore

Tetherfi Solution Deployed

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



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

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