INI LaunchPort™ Use Case

Call Routing for Enhanced Customer Experience

Customer calls the main number to make a payment

INI LaunchPort™
Identifies customer, recognizes payment is past due, and routes directly to billing

Caller is connected with a billing agent who can assist her

SCENARIO: An organization wants to offer an efficient and more personalized customer experience with accurate routing and fewer agent transfers.

CHALLENGE: Inaccurate routing leads to customers repeating their needs and information and, often, being transferred to the wrong, or multiple agents. Identifying callers and anticipating their needs helps alleviate these issues.

SOLUTION: INI LaunchPort tags incoming calls and tells the system where to route them. Routing the call automatically and correctly the first time eliminates transferring among agents, and ends the call sooner, which saves money and provides a better overall customer experience. In a recent poll, 38% of people would be encouraged to recommend an organization to friends or family if they're directed right to an agent with expertise on their query.

OUTCOMES:

Better Customer Experience

+

More Efficient Call Agents

+

Shorter Costly Inbound Calls

INI Interactive Northwest, Inc.

Customer Experience Solutions