



Reducing Unnecessary Technician Dispatches with Intelligent Two-Way SMS

37%

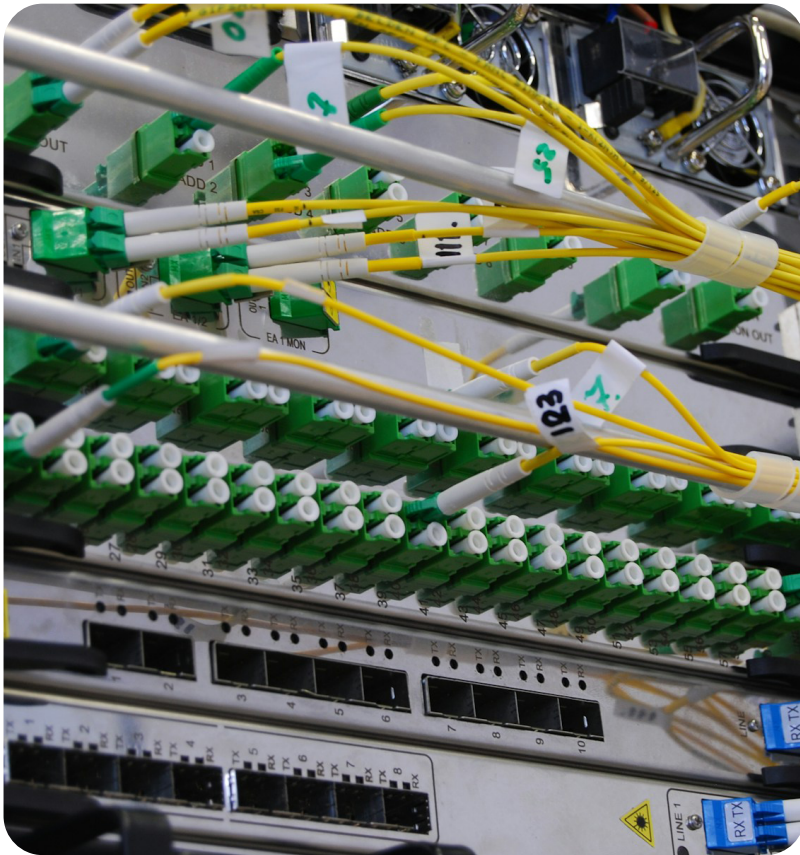
improvement in successful
appointment cancellations

800k

in realized cost savings
within the first 30 days

Reduced

unnecessary truck rolls



Client

A leading North American telecommunications provider delivering internet, connectivity, and communications services to millions of residential and business customers.

With thousands of technician appointments scheduled every day, the organization continually looks for opportunities to improve operational efficiency while delivering a better customer experience. Reducing unnecessary field service visits had become a strategic priority as avoidable truck rolls were driving significant operational costs.

The organization required a more intelligent way to confirm appointments, capture customer cancellations, and automate decision-making before technicians were dispatched.

Challenges

The client was losing millions of dollars annually on unnecessary technician dispatches.

Customers often no longer required scheduled appointments because service interruptions had already been resolved or circumstances had changed before the technician arrived. However, existing appointment confirmation processes were not consistently capturing those cancellations in time.

The challenge became even more complex because appointment-related SMS communications were being delivered through multiple messaging sources. Without a reliable way to determine which message a customer was responding to, the organization could not confidently automate appointment cancellations or technician dispatch decisions. The client needed an intelligent two-way SMS solution capable of accurately matching customer responses to active appointments while supporting real-time operational decisioning.





Munvo Solution

Munvo implemented a two-way SMS appointment confirmation solution using SMS Gateway, enabling customers to easily confirm or cancel upcoming service appointments before technician dispatch.

The engagement focused on designing a scalable decisioning framework capable of accurately processing customer responses across multiple messaging sources while automating appointment cancellation workflows.

Intelligent Appointment Decisioning

Munvo designed a custom decisioning architecture powered by AWS Lambda to accurately correlate outbound appointment reminders with incoming customer responses. By comparing message timestamps across SMS Gateway and the client's existing Twilio (SMPP) messaging environment, the solution identified exactly which appointment a customer was responding to, eliminating ambiguity caused by multiple messaging sources.

Automated Two-Way SMS Confirmation

Before each scheduled appointment, customers received an automated SMS reminder asking whether technician service was still required. This provided customers with a simple, convenient way to confirm or cancel appointments while improving response rates and reducing unnecessary field service visits.

Intelligent Dispatch Automation

Once a response was received, it was routed through a decision engine that automatically determined whether a technician should still be dispatched. By accurately matching responses to active appointments and automating cancellation workflows, Munvo reduced manual intervention while helping the client prevent unnecessary truck rolls and improve operational efficiency.



Benefits

Reduced Operational Costs: By capturing more appointment cancellations before dispatch, the organization significantly reduced unnecessary truck rolls and associated field service costs.

Improved Customer Experience: Customers could quickly confirm or cancel appointments through a simple two-way SMS conversation, eliminating unnecessary technician visits.

Intelligent Appointment Automation: Accurate response matching enabled reliable, automated appointment decisioning across multiple messaging channels.

Future-Ready Messaging Capabilities: The client established a scalable two-way SMS foundation that can support additional customer engagement and operational automation use cases.

Greater Operational Efficiency: Automated appointment confirmation and cancellation streamlined field service operations and improved resource utilization.



Results

- ✓ **37% improvement** in successful appointment cancellations, with initial gains achieved within the first two days of launch
- ✓ **Reduced unnecessary truck rolls** through automated appointment decisioning
- ✓ **\$800K in realized cost savings** within the first 30 days
- ✓ Established a scalable enterprise **two-way SMS capability** for future customer engagement initiatives
- ✓ **Improved operational efficiency** by automating appointment confirmation and cancellation workflows



This initiative reduced avoidable truck rolls while improving both operational efficiency and the customer experience. The initial SMS campaigns resulted in hundreds of appointment cancellations and immediate cost savings by preventing unnecessary technician dispatches. Nice job, team! Thank you for the partnership across the teams!



Telecommunications Client



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