



Streamlining Customer Responses and Data Separation for a Telecomm Provider



Route customer responses to the correct marketing instance



Data separation between different business units



Quicker time to market for future API-dependent use cases



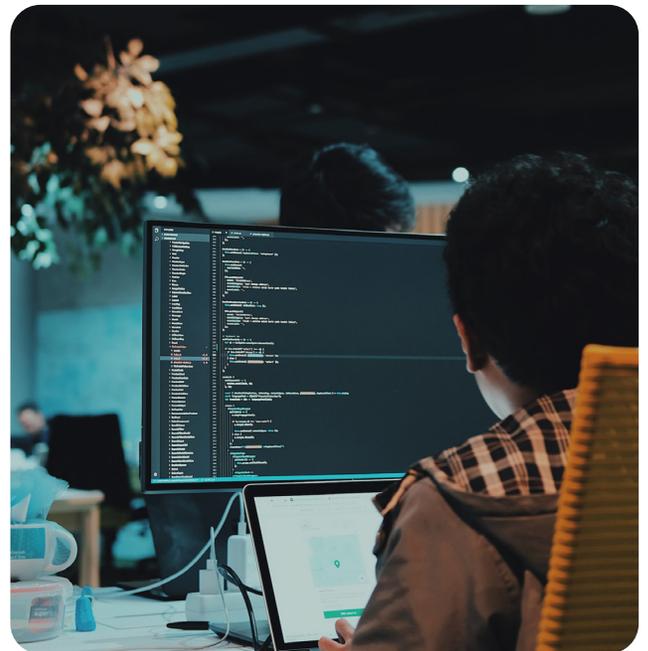
Client

Our client is a telecommunications provider offering mobile, internet, TV, and home phone services. It operates an extensive wireless and wireline infrastructure network and has a reputation for investing in advanced technology and innovation. The client is committed to improving the customer experience and supporting the communities it serves through philanthropic initiatives.

Challenges

The client came to us with a challenge related to their existing infrastructure. Specifically, they **could not route API/customer responses to the correct marketing instance** based on business unit. This meant all customer responses were routed to one instance, and data was unavailable to other business units/marketing teams.

They needed a **solution that could enable quicker time to market for API-dependent solutions** and had the native ability to route API calls based on payload data like source, email, and other parameters. Our client also wanted to resolve this issue without requiring their developers to develop additional functionality in their in-house software. They **needed a solution that could work seamlessly with their existing infrastructure and ensure that data is routed correctly** to the correct marketing instance based on the business unit.



Solution:

Munvo's Event Gateway was implemented to read inbound responses from customers and then decide which marketing instance or business unit to forward the call to based on the payload data. This ensured that customer responses were routed to the correct instance, allowing the relevant business unit or marketing team to access the needed data. Our client was able to resolve their infrastructure issue without the need for additional development work by their in-house team.

Benefits



Munvo's solution, Event Gateway, enabled the client to maintain data separation between their different business units, ensuring that customer responses were routed only to the relevant instance. This allowed each business unit to access the needed data without overlap or confusion. Additionally, Event Gateway allowed our client to track data for each business unit separately, providing valuable insights into performance and identifying areas for improvement. By partnering with us, the client was able to streamline their system for managing customer data and responding to customer needs, ultimately improving their overall customer experience and ability to provide personalized and targeted responses.



Results

- ✓ Enabled the wireless team to leverage their customer response data and deploy conversational SMS to customers
- ✓ Enabled data separation between business units, ensuring customer responses were routed only to the relevant instance
- ✓ Provided quicker time-to-market for API-dependent use cases