



Zappix Visual IVR Case Study: Moishes Moving

Prepared by:

Zappix Marketing

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Objective

The objective of this document is to present customer success stories using Zappix's Mobile On-Demand Visual IVR solution.

The Zappix Visual IVR platform changes how your companies provide digital customer engagement and how they utilize digital assets for people calling customer service.

Drawing on case studies from Zappix customers, it's possible to see how to save thousand of agent hours while increasing customer satisfaction.

About Zappix

The Zappix mobile on-demand Visual-IVR platform is a SaaS solution for web or cross-OS mobile app, low-effort interaction, omni-channel, customer service communications.

Zappix allows companies to rapidly and cost-effectively deploy a Smartphone Visual IVR app that provides a highly intuitive and extremely interactive customer care experience on Smartphones. Benefits include a huge reduction of agent calls, increased first call resolution and increased customer satisfaction and Net Promoter Score™ (NPS).



Case Study: Moishe's Moving

Summary

Zappix implemented a Mobile On-Demand Visual IVR solution for Moishe's, a moving company that offers local and long distance moving services, self-storage and mobile storage.

The Zappix Mobile On-Demand solution resolves Moishe's issue of missing customer calls, substantially increasing sales, shortening the time from customer call to closing the sale, and improving customer satisfaction. After implementing Zappix Mobile On-Demand Visual IVR Solution, all calls were contained in the Visual IVR without needing to transfer to an agent. At the end of each interaction, callers were asked a series of survey questions. On average, these customers rated using the Zappix Mobile On-Demand Visual IVR solution at 90%.

- Sales Increased 30%.
- Reduction in Sale Closing time by 20%.
- Visual IVR Containment 100%.
- NPS - Net Promoter score 90%.

About Moishe's Moving:

Moishe's is a full service moving, storage, and hospitality business. Moishe's Moving company serves both individuals and businesses in the New York City area. They offer basic services, such as relocating a home, to more detailed packages that include moving offices and storing wine and fine arts.

The Challenge:

Using a traditional IVR, Moishe's customers call to book a move at all hours of the day and were sometimes lost in the process of using a "regular" phone menu for customer service.

The majority of their callers are looking to schedule a move, and since it is hard to relay such information using a traditional IVR, callers could only leave a message during after hours and also when the agents were busy on the floor.

Although Moishe's provides a mobile web interface for booking a move, over 60% of the customer service inquiries are still using the phone to connect with customer service, and with a traditional IVR voice channel, these customers were looking to call and schedule a move. Moreover, the majority of urban prospect call at night. At night there is no agent and they can only leave Voice Mail. Sometimes prospects just drop the call all together. These are motivated prospects and the company want to close the deal with them.

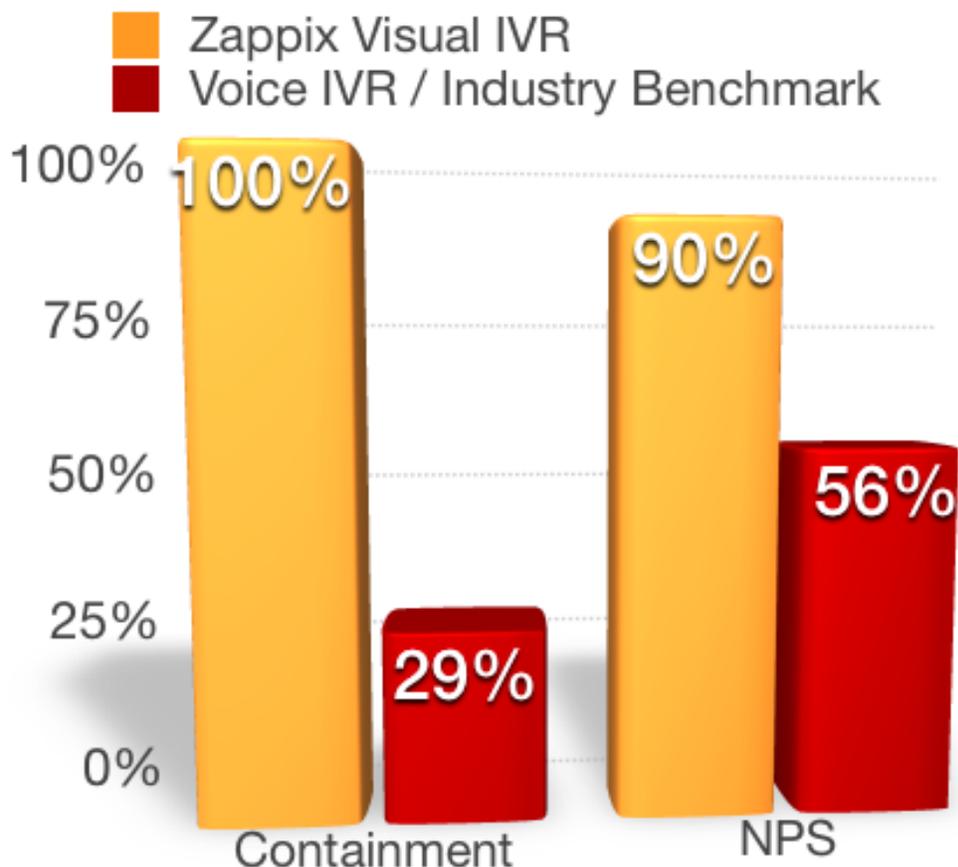
The Solution:

Zappix's Visual IVR Mobile On-Demand solves the callers issues by moving callers to a mobile on-demand solution without the need to speak with a sales person. Prospects want to benefit from the usability and features of Mobile app but don't want to download it. With the majority of phone calls (over 90%) come from Smartphones the the Mobile on Demand provide rich Mobile Solution and guides the customer to for easy booking of a move:

1. The Visual IVR guides customers calling into a full touch screen booking of a move from uploading photos and videos, getting a quote, and scheduling the date and location of the move.
2. The Mobile on Demand provides users with an easy way to book the service using the smartphone screen with no need to download an app..
3. The Visual IVR shortens the time of customer query to closing the sale.

Results:

- A Net Promoter Score, an index that measures consumers' likelihood to use again or recommend a company's product or service, was rated at nearly 90%! Considerably higher than the industry benchmark of 56%.
- A Containment Rate, the number of calls that resolve the customer issue via Visual IVR, more than tripled, from 29% using the traditional IVR to 100% with the Zappix Visual IVR.



Nissim Fadida, General Manager, Moishe's Moving commented, "Zappix helped us transformed the customer experience and reach new prospects we could not connect with before. Allowing prospects utilizing the Mobile on demand cut the time from inquiry to closing the sales and increased our prospect

confidence in our offering. We saw a reduction in time to close a deal from phone call to sale. Our customers are telling us it is now way easier to do business with you. We have increased sales by providing a smart visual experience connecting our customers with a quick and easy-to use method for booking a service.”