

# Multinational Flower Portal

## Global IVR Case Study

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Cenk Soyak

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## Introduction

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**Contact Information:** If you would like to get detailed information about this solution please contact [cenk.soyak@alo-tech.com](mailto:cenk.soyak@alo-tech.com).

## The Problem

Customer is operating in 7 countries; France, Italy, Mexico, Spain, Turkey, USA and Australia having agents connected from 10 different countries ( Colombia, Thailand, Venezuela) Customers order flower packages.

In order to mask the phone numbers to refrain the flower shops to contact customers directly they needed a global number masking solution to be deployed in all the above countries, apart from normal inbound IVR.

## Call Center Studio Solution

This customer had 3 main IVR solutions:

1. Credit Card Integration
2. Number Masking

Credit card is a standard integration that is being used by financial and e-commerce companies. None of the data is kept in Call Center Studio platform.

Number masking is a common method used mostly by e-commerce sites in order to prevent the franchised branches of the business to contact customers directly over the phone.

We have implemented this solution across all the countries above in 3 days in order to be ready by the mothers day.

## Implementation and Technical Approach

The following components has been used for this implementation.

### Credit Card

1. The customer is transferred to credit card IVR. After the card number is inserted. The format and expiration date is verified. CVV is inserted and all the information is transferred to customers web service. None of these data is kept on Call Center Studio platform.

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2. If the response is positive the call is transferred to the agent with the success of the payment.

### Number Masking

3. Customer Call Query Service: The incoming caller ID and order number is sent through a web service and if the response is true a password is required in order to verify the caller and enables to pick whether to connect to the sender or the receiver. Then the call is transferred.
4. Branch Calling via mobile App. This is an alternative method to call from within the mobile application. The Branch selects the order from the app and hits the call button. The app sends the order number together with the target number so the app makes the dial and connection to the target is being done automatically.
5. An SMS confirmation step at the end of the transaction is being added.
6. Before the implementation finished the datacenter of the customer was destroyed by a fire. Where a disaster recovery solution was implemented in less than 10 minutes by forwarding the incoming calls to the mobile phones of the agents. They downloaded Call Center Studio's mobile client to their mobile phones and were able to answer the requests. The system was not live yet but luckily the necessary setup was already done.

## Benefit to customer

1. The customer trust is established in the credit card IVR since there is no human interference.
  2. The process is error proof.
  3. Number masking is a trusted method for fraud prevention.
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