Shape Traffic

Move a portion of calls and emails to SMS/Webchat

Live Agents. Calls and emails.

(Expensive and scarce rsource)

Calls

Live Agents Chat

(Expensive and scarce rsource)

Self Service

Web Chat

SMS

“Click here to chat.”

“Press 1 to continue in text messaging”

Emails

If not resolved transfer to live agent

Give customers what they want.

* Their preferred channel. Text versus a phone call or email.
* A change to solve their own issue
* An immediate respsone 24-7
* Live agent assistance only when they need it.
* And yes, at a lower cost to the organizaiton