

# Customer Story: Financial Technology Company

## Datasheet

A financial technology services company uses IntelPeer's CPaaS and SIP Trunking to enhance contact center and business operations with inbound automation and agent avoidance

### Challenge

Contact center agents needed to reduce talk time for basic customer issues such as card activations when seeing up to 500 concurrent calls during peak volume.

### How they use IntelPeer's CPaaS

- [SmartFlows + Voice](#) enables customer self-service for WIC/SNAP card activation and balance checks, automating internal and external processes.
- [SIP](#) securely delivers inbound calls to contact center agents with 99.999% network reliability.

### Benefits gained from using IntelPeer's CPaaS



#### Reduced labor costs

Customer self-service for common activities educes significantly reduced headcount needs.



#### Improved customer experience

Clients can quickly manage their account without speaking to an agent.



#### Encryption & Security

Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP) encryption safeguards network communications and protects your data.



#### Disaster Avoidance & Redundancy

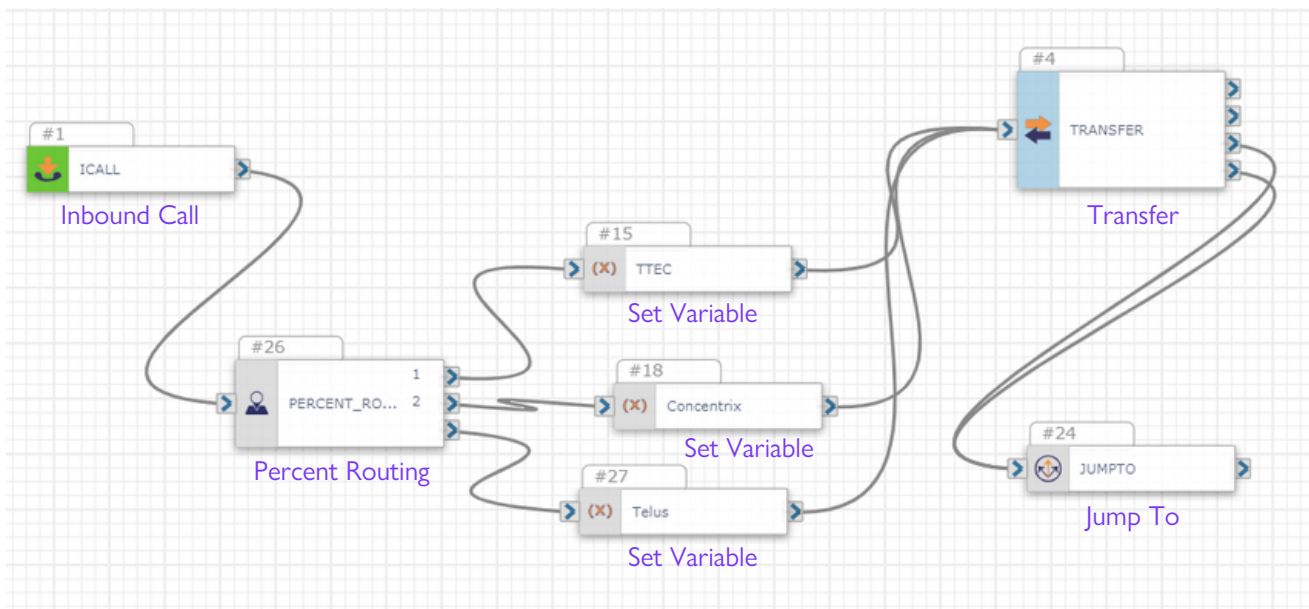
Ensure business continuity with failover using redundant trunks and geographic routing.

## Why they chose IntelPeer:

- Industry-leading service performance can deliver automation for the high call volumes that the company sees from its customer base (up to 5,000 concurrent calls during peak volumes).
- No code/low code communication workflow automation significantly reduces the amount of time it takes to deliver new applications compared to inhouse development and contact center applications from Genesys and Five9.

## Financial Technology Provider Percent Routing Flow

This is one of the flows the company uses to streamline call center operations by automating inbound call routing. This flow helps to control call volume by splitting up call traffic based on percentage and transferring callers to the proper contact center location or customer service agent.



## Key Actions Included:

**Inbound Call:** Prepares the flow for an incoming call.

**Percent Routing:** As a control action, Percent Routing determines the path of the user based on how the percentage incoming calls are directed. This flow splits traffic to three separate lines.

**Set Variable:** Set Variable allows a user to rename existing variables (among other things.) The variables being set here are the transfer numbers.

**Transfer:** Transfer the user the appropriate department.

**Jump To:** This flow can lead a user into other connected flows based on their needs.