

Reduce call center volume

— from these —

5 types of customers

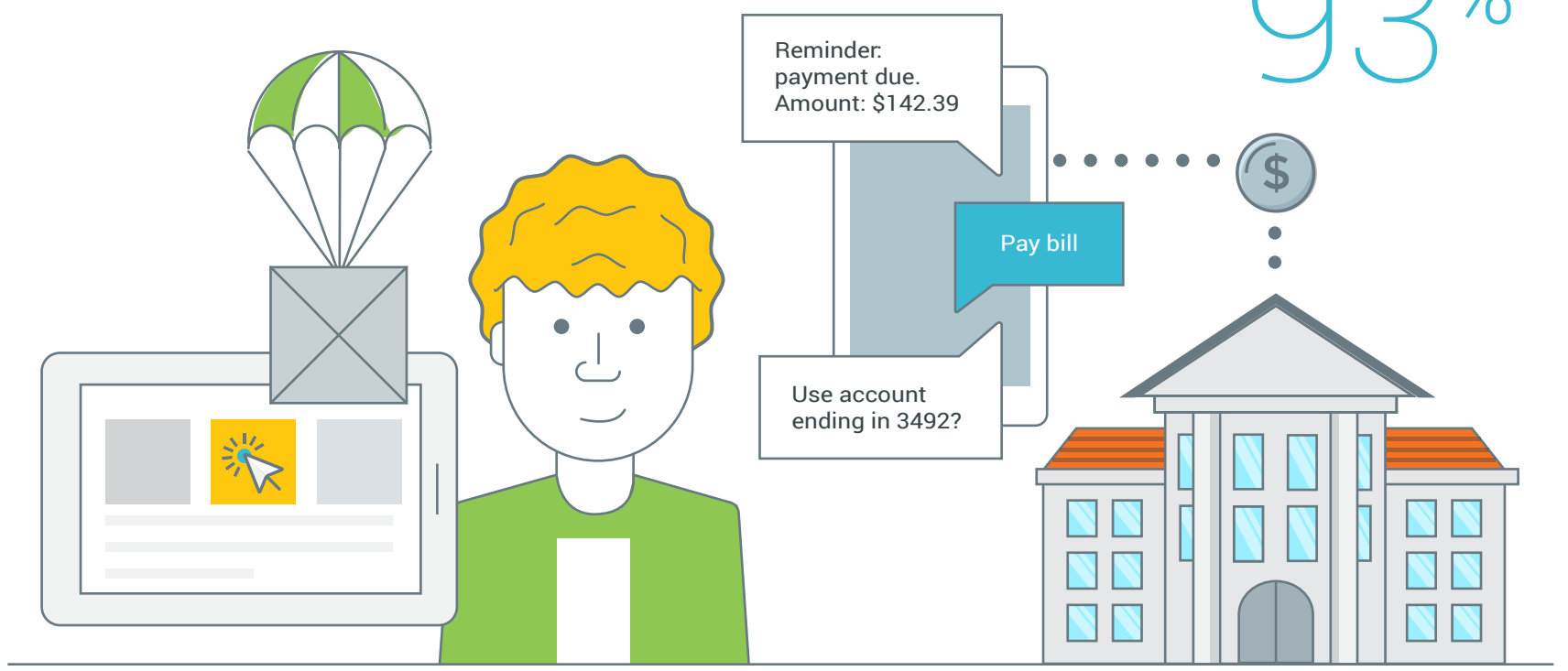
You need to provide a great customer experience while reducing call volume and increasing profitability. Meet all of your goals—especially when it comes to these five kinds of customers—with **Proactive Notifications from Intrado**, a managed services provider.

1 THE PAYING CUSTOMER

Collect payments directly from an SMS message to drive down both agent-assisted payments and costs.

A financial institution increased on-time payments by

93%



2 THE CURIOUS CUSTOMER

A consumer services company reduced inbound calls by

17%

Account information. Delivery status. Payment due dates. Provide the answers your customers need without using valuable agent resources.



3 THE UNAWARE CUSTOMER

When things change—like flight delays, interest rates or balance limits—Proactive Notifications are the fastest, easiest way to let your customers know.

A travel company reduced their annual costs for contact center agents by

50%

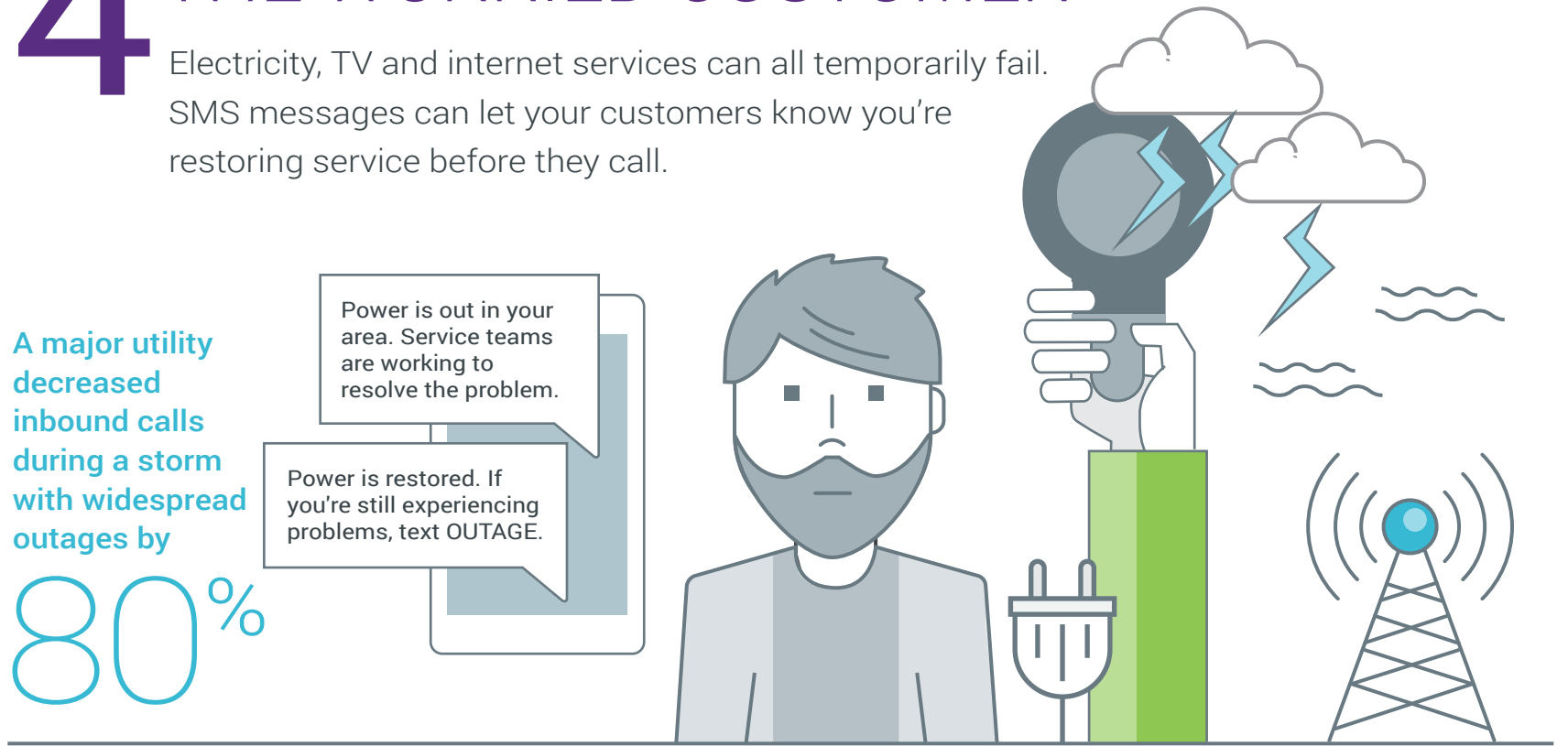


4 THE WORRIED CUSTOMER

Electricity, TV and internet services can all temporarily fail. SMS messages can let your customers know you're restoring service before they call.

A major utility decreased inbound calls during a storm with widespread outages by

80%



5 THE FORGETFUL CUSTOMER

A retail pharmacy used SMS reminders to increase refill rates by

25%

Sometimes customers need a reminder about important things on their to-do lists, like prescriptions, payments and appointments. Send an SMS to remind them.

