Innovii Partners With Ecosmob to Redefine Their Services and Build a Customized IVR Solution

Introduction

Established in 2010, Innovii is recognized as a strategic partner in BSS/OSS and digital services. They o˜er high-performance V AS/OSS/BSS solutions to Mobile Network Service Providers(MNOS). Innovii is a spin-o˜ from Vivacom Group focused on delivering billing, provisioning, transaction, and service management solutions.

Challenge

Innovii is renowned for o˜ering robust V AS/OSS/BSS solutions. They wanted to build a customized IVR solution where customers can make calls to the IVR and subscribe to or unsubscribe to di˜erent services o˜ered by Vivacom. The customers of Vivacom were not comfortable with the current USSD or mobile app system. To improve the customer experience, the client wanted to o˜er something more convenient to their customers. The primary purpose of a custom solution was to develop a channel for their customers from where they can view their subscribed and unsubscribed services.

The most di°cult challenge of this project was to subscribe and unsubscribe customers. We had to call their VAS APIs. We assembled a team with extensive experience in IVR, VoIP, and API. We understand the in and out of APIs, and based on our expertise, we successfully integrated the API into the IVR solutions.

Solution

Innovii reached out to Ecosmob Technologies to build a custom solution for their existing services. Upon in-depth assessment, our experts built and delivered the IVR (Interactive voice response) solution to help the client improve their customer's subscribing and unsubscribing experience. Upon the delivery of the first phase, the client was quite happy and satisfied with the process compliance that was pursued during the execution phase.

- We developed a completely customized IVR solution for the client, empowering their customers to connect easily and resolve their issues quickly. The IVR system gave customers options to choose active or inactive services from the menu. If a customer selects an active service, IVR will play the list of services along with a service prompt file and ask the customer if they want to unsubscribe. If a customer unsubscribes from the service, the app will send the API response with the customer's mobile number and service ID, which they want to unsubscribe.

- The IVR solution also enables customers to access the list of services they have not yet subscribed to. They can subscribe using the IVR, and the app will send the API response with the customer's mobile number and service ID to which they want to subscribe to.

- Technologies used for the solution are

Asterisk

Yii 2 (PHP Framework)

Mysql

Benefits

The company now has an IVR solution that enables its customers to get access to its services whenever they need them. The IVR solution has helped Vivacom to improve its customer like never before. The customers are using the solution to resolve their queries. Around 15000 to 20000 calls are getting On IVR daily basis.

Typifying the outcome of working with us, Ecosmob and Innovii have been able to develop their relationship further in the wake of the success of the solutions outlined.