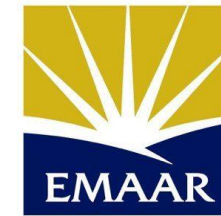# Customer success stories

WhatsApp Business

Improving CX with WhatsApp across all industries

Making customer service more efficient with the WhatsApp Business API

Raiffeisen BANK

Challenge

- High call center costs and slow time to resolution

Solution

- WhatsApp added to the contact center for fast and convenient customer support

Raiffeisen Bank Russia
CONTACT CENTER

2 000 000 active clients
> 500k inbound calls
> 170k outbound calls
> 130k chat contacts

WhatsApp customer service channel reduced cost per contact by 10x

10X
decrease in customer service costs

4–5X
increase in popularity for WhatsApp as a communication tool

19%
Boost in Net Promoter Score

"Adding WhatsApp as a customer service channel proved successful for us, as we have been able to increase customer satisfaction while reducing the costs associated with our contact center. With Infobip's help, we transformed our entire customer service system to become quicker and more profitable - people love using WhatsApp to chat with our customer service agents."

Ilya Schirov, Senior Vice President, Raiffeisenbank Russia
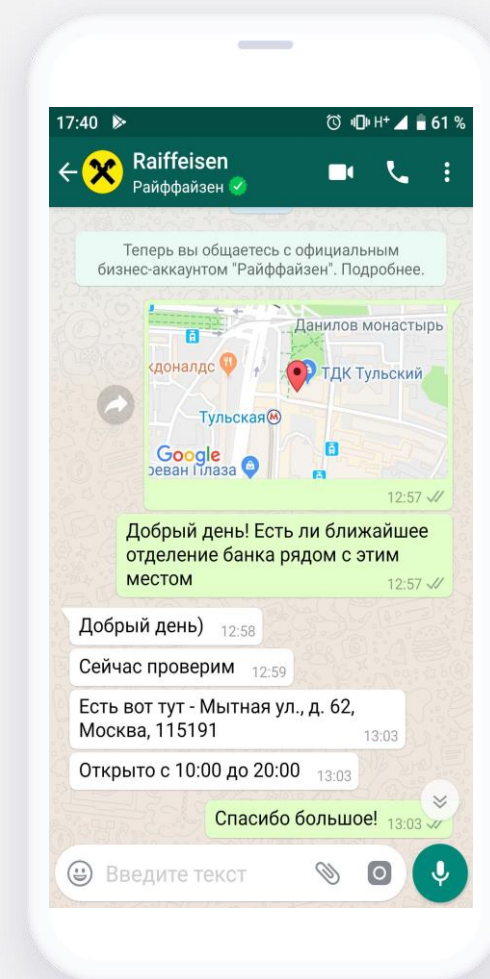
Reducing call center costs and improving agent productivity

Mukuru is a market-leading international money transfer company focused on assisting financially underserved migrants in Africa to send money to relatives or friends back home.

Challenge

- Make the service more accessible over the channels that customers prefer

- Speed up customer onboarding and reduce the strain on the customer support team

Solution

- Using the WhatsApp Business API from Infobip to send alerts and complete processes over their customers' favorite chat app

22% of users so far have moved to WhatsApp, optimizing customer support workloads and costs

7.5%
increase in customer satisfaction score

15%
increase in customer feedback via "rate our service" feature after offering WhatsApp as a service channel

15%
lower USSD messaging costs per month (approximately)

"Introducing WhatsApp via Infobip has significantly improved our customers' satisfaction. We have noticed 22% of our customers moving to WhatsApp up to date. By introducing the self-service chatbot, we have also optimized our support capability, leading to increased capacity and cost savings."

Oliver O'Brien, Head of Strategy and Business Development, Mukuru
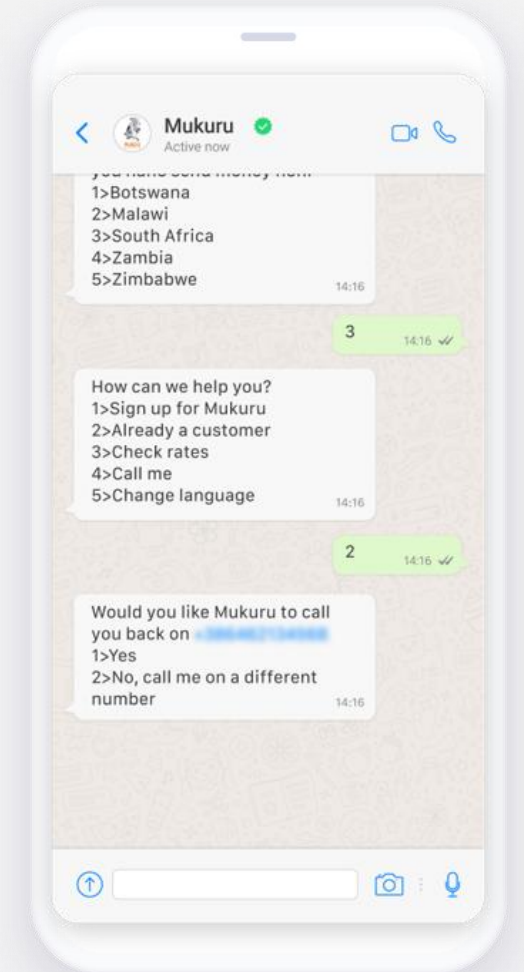
Improved customer service with WhatsApp Business API

Jazz is Pakistan's largest mobile network operator and a part of VEON Ltd, a multinational telecommunications services serving over 59 million subscribers nationwide.

Challenge

- Providing a quick self-service option for their 59 million subscribers by digitalizing customer care

  - customers had to visit service centers or call customer support - these processes often took up to 24 hours to complete.

Solution

- Implementing WhatsApp Business API to send alerts and complete processes

- all Jazz customers can now use the **self-service chatbot** to:

  - ▸ check their balance and billing details

  - ▸ check their package details

  - ▸ get their tax certificates

  - ▸ top up their account or pay their bills

Faster customer service and 32% lower costs

71K
Saved calls in three months

250,000
Customers used WhatsApp

1000K
Tax cartificates issued

52K
Duplicate invoices sent to customers

"Using Infobip as our WhatsApp Business Solution Provider to help us integrate the WhatsApp Business API made the process easy. Introducing self-service options over the chat app helped us reduce our tax certificate call costs by 32% and gave us a Net Promoter Score of 80/100. Our customers are very satisfied with the simplified processes."
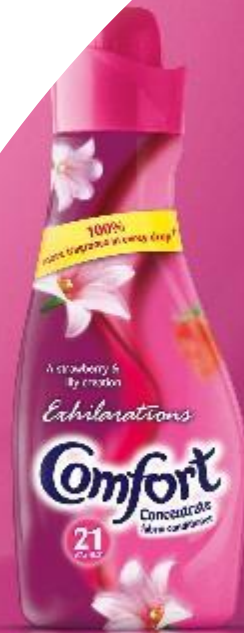
Saad Iqbal, Head of Automation, Jazz
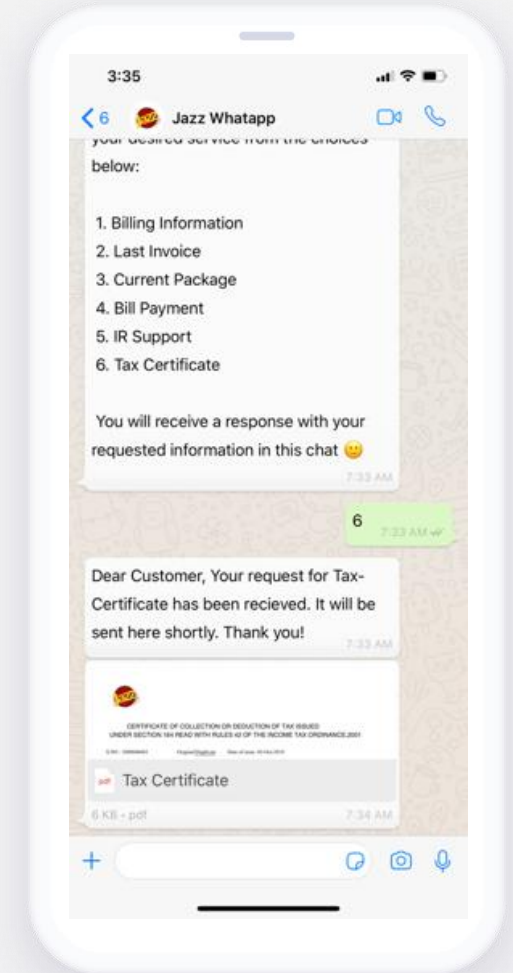
Challenge

- How to **promote new products inside the Comfort line?**

SOLUTION

- Promo campaign with posters in Brazil

- Interactive chatbot with useful advice
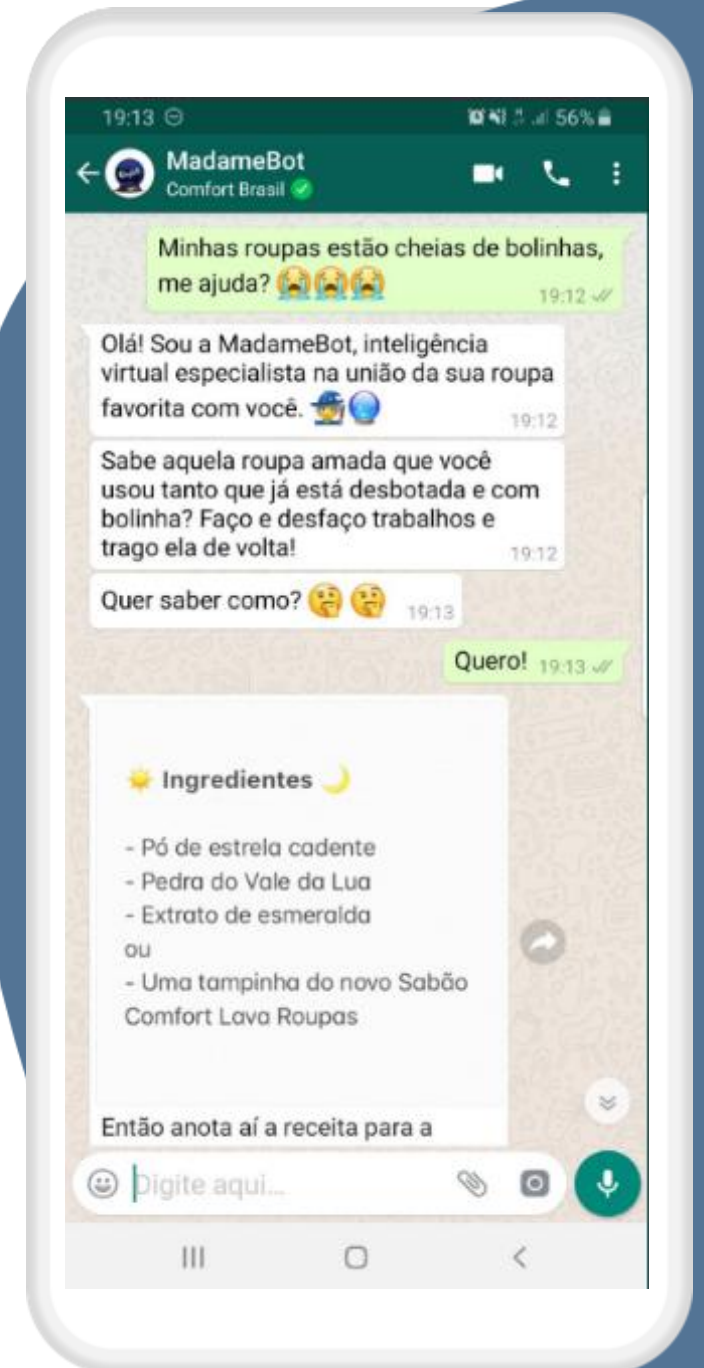
Results

14x ecommerce sales increase during campaign duration

270.000 messages

11.000 active users

About us

Global messaging

40k
active
accounts

400+
tier 1
connections

7bn
monthly
interactions

4,6%
global A2P
SMS volume

4,4bn
unique mobile
users

Our presence

60+
offices worldwide

1800+
great employees

600+
direct-to-carrier connections

Vancouver
New York
San Francisco
Mexico City
Bogotá
Lima
Santiago
Asunción
Curitiba
São Paulo
Buenos Aires

Stockholm
St. Petersburg
Moscow
Minsk
London
Warsaw
Munich
Katowice
Zagreb
Kyiv
Paris
Vodnjan
Belgrade
Rijeka
Sarajevo
Madrid
Tuzla
Milan
Split
Istanbul
Athens
Casablanca
Cairo
Riyadh
Karachi
Dubai
Almaty
Islamabad
New Delhi
Mumbai
Dhaka
Pune
Yangon
Hanoi
Bangalore
Ho Chi Minh City
Bangkok
Seoul
Beijing
Tokyo
Shenzhen
Taipei
Manila
Kuala Lumpur
Singapore
Jakarta
Accra
Abidjan
Lagos
Kampala
Nairobi
Dar es Salaam
Lusaka
Johannesburg
Sydney

2006
- EU Market Opened
- Infobip Founded; SMS as the First Channel

2008-2009
- SMSC Launch
- First MNO Agreement
- >€10m Revenue
- >1bn SMS Interactions

2010-2011
- mGate Launch
- First Global Data Center
- WA Onboarding
- >100 Employees
- sGate Launch
- >1,000 Customers
- APAC & Americas Markets Opened

2013-2014
- 100m€ Achieved in Twelve Rolling Months
- the 1st M&A (Bsmart India)
- >€100m Revenue
- >10bn SMS Interactions
- >500 Employees

2015-2016
- FB Onboarding
- OMNI Launch
- 300+ MNO Agreements
- >5,000 Customers
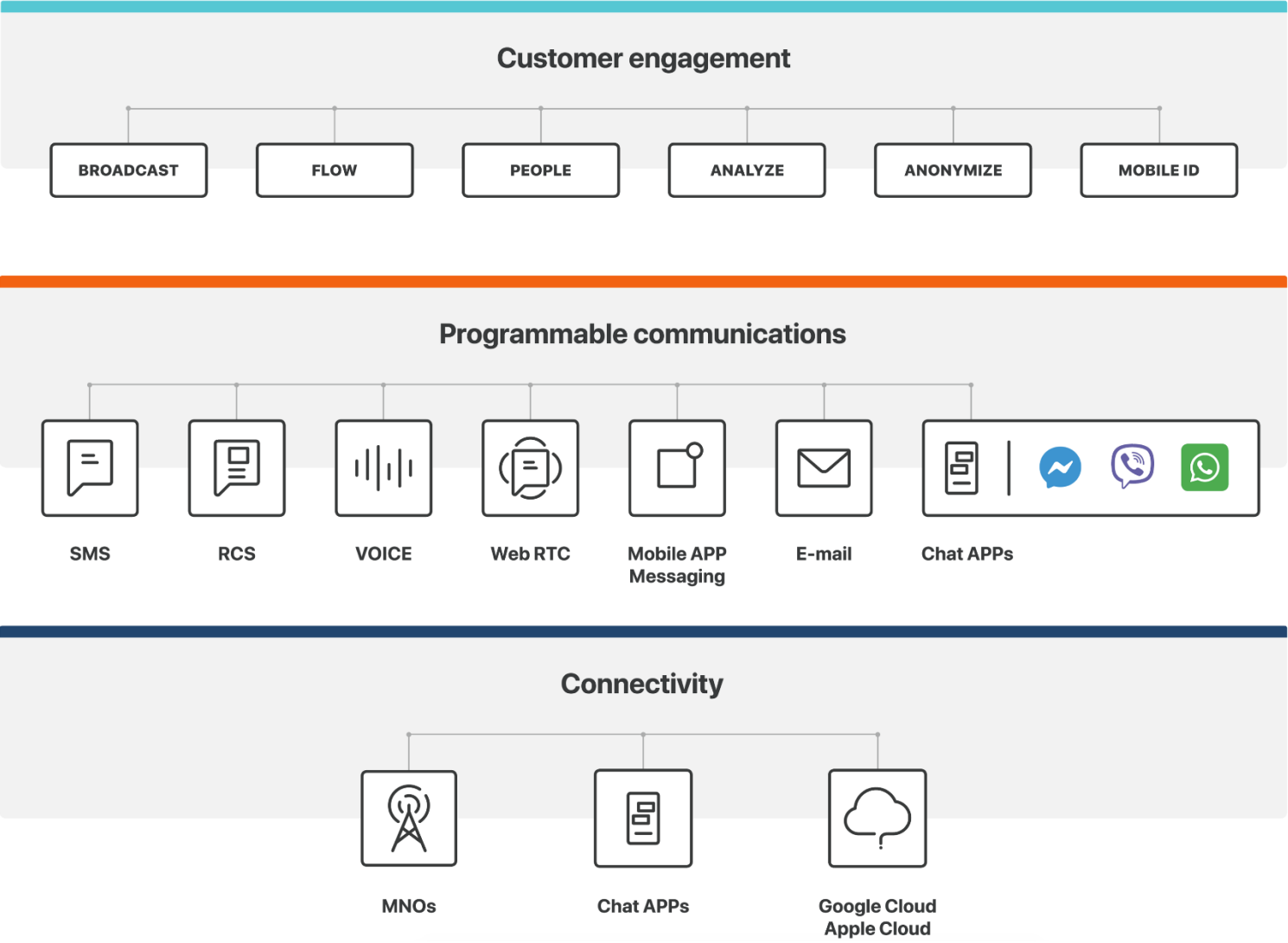- More than 50% of Revenue Coming from Enterprises

2017-2018
- Rocco Award
- WhatsApp for Business Launch
- 1,000 Employees
- Campus Pangea Opened

Today
- Rocco Award
- >2,000 Employees
- >100bn SMS Interactions
- Conversation and Moments Launch
- >10,000 Customers
- >€500m Revenue

Product stack

Customer engagement

| BROADCAST | FLOW | PEOPLE | ANALYZE | ANONYMIZE | MOBILE ID |

Programmable communications

SMS | RCS | VOICE | Web RTC | Mobile APP Messaging | E-mail | Chat APPs

Connectivity

MNOs | Chat APPs | Google Cloud Apple Cloud

Vision and goal

2019
64,2 %

2018
62,0 %

2017
60,0 %

2016
57,0 %

2015
38,0 %

2014
27,5 %

Our goal is to interact **with every mobile device on Earth**

Infrastructure

36 Data Centers worldwide:

600+ physical servers

5000+ VMs

730+ different services

Microservice architecture

Worldwide connectivity
IaaS, AWS, Terraform

Technology

Java/Spring, .Net, GOlang, JavaScript (React, NodeJS),
C#, Groovy, Kotlin, Python, PowerShell, Typescript, Bash…

Cassandra, Influx, Prometheus, Redis, Rabbit MQ
MSSQL, PostgreSQL, Elasticsearch, Kafka, Logstash…

Tools

DELIVERY
Git, Jenkins, Artifactory, Maven, Ansible,
Canary, Deployment manager,
Docker, Chef, Kubernetes

COLLABORATION
Jira, Confluence, Slack

TESTING
Junit, Selenium, Cucumber,
Gherkin, TestNG…

Solutions

IoT Connectivity

Contact Center in a cloud

Communication Platform as a service

Channels: WhatsApp, Viber,
SMS, WeChat, Line, RCS,
FB Messenger, Telegram…
~350 million messages/day

INFOBIP`S ENGINEERING POWERHOUSE

Process and Techniques

Agile/Scrum/LESS

Continuous Integration & Delivery
(200 - 300 deployments/day)

Site Reliability

Quality Control

OKR goals settings

Career Path

LEADERSHIP
Team Lead
Division Lead
Director…

TECHNICAL
Engineer
Senior Engineer
Architect
Principal Architect

We Are…

350+ engineers (and growing)

11 divisions / 50 teams

8 International R&D locations

THANK YOU!

infobip