

How Pelephone using CommBox omnichannel platform and WhatsApp business to improve their service on their website and app

73%

of entire customer interactions are managed within digital channels

96%

of first customer requests resolved using digital channels

20%

increase in agent productivity



pelephone

Pelephone was founded as a company in 1985 as a joint venture between Motorola and Tadiran (today owned by Bezeq), Pelephone is a reputable mobile network operator in Israel, and also the pioneer to offer mobile telephony services in Israel. Due to this, the brand-name "Pelephone" became the genericized trademark for mobile phones in Israel, regardless of service provider. The company has 2,594 employees and 2.43 million subscribers.

2,594

Employees

2.4t3 million

Subscribers

Over 60 sale points
& service centers

Like many other telecom companies, most of Pelephone's customer communications was still done by phone. In order to engage customers better while reducing service costs and response times, the company implemented several digital communication channels using the CommBox omnichannel customer support and messaging platform, such as social media pages, business emails, SMS, chat, interactive navigator, WhatsApp and other self-service systems.

WhatsApp has increasingly become the most popular communication channel for the company, as it serves Israeli nationals. The penetration rate of WhatsApp in Israel is 116%!

It was highly important for Pelephone to be where their customers are.

The deployment of WhatsApp business API has significantly improved the overall performance of the company and diverted more phone calls towards messaging digital communication.

The growth in the number of digital customer interactions made Pelephone to be a more accessible company to its customers wherever and whenever they want and have helped it to complete digital transformation at scale. With the use of WhatsApp business API, Pelephone have successfully reduced load on their customer service agents service team by diverting customer phone calls towards WhatsApp messaging using the CommBox platform.

Diverting more phone calls towards WhatsApp messaging interactions using the CommBox platform eventually helped Pelephone to:

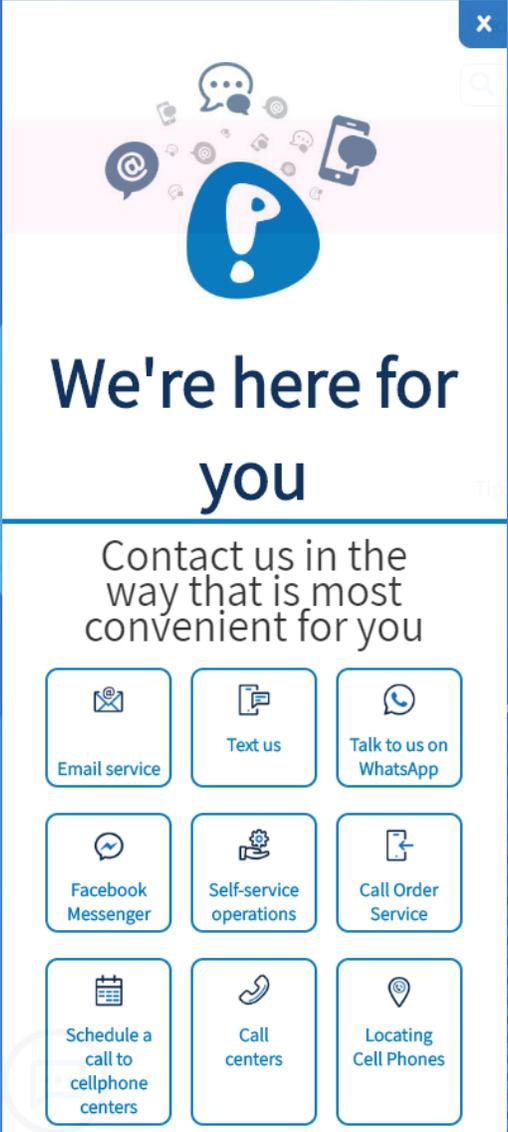
- Improve the agent productivity, and capacity to manage customer requests by more than double, since it enabled the agent to communicate with more customers simultaneously.
- Since the diversion of phone calls (synchronous channel), to WhatsApp messaging (asynchronous channel), Pelephone improved the workload in their call center by resolving customer requests quickly while telephone calls were decreased.

Pelephone is using WhatsApp on a daily basis to interact with its customer base. They offer the WhatsApp communication service on their website and app, as well as publish it on different media to engage more customers to use this channel.

While a phone agent handles about 60 inquiries in an 8-hour shift, a digital agent working with CommBox handles more than 102 inquiries at the same time. 1.7 times more!

And no less important, using CommBox's Interactive Navigator on the company website and applications, Pelephone's customers now find it much easier to get the information they need before being transferred to a live agent. A stunning number of 90% of chat inquiries are now solved over the web by smart self-service suggestions, and do not even reach a live chat agent.

 Call centers	 Talk to us on WhatsApp	 Write us an email	 Locating service centers
 Facebook Messenger	 Invite a call	 Talk to us in chat	 Text us



We're here for you

Contact us in the way that is most convenient for you

 Email service	 Text us	 Talk to us on WhatsApp
 Facebook Messenger	 Self-service operations	 Call Order Service
 Schedule a call to cellphone centers	 Call centers	 Locating Cell Phones