USE CASE :: **Plum Voice Saves Prepaid Card Company $5 Million Per Month**

One of the leading prepaid card companies in the world handles millions of calls every month. High call volumes mean that business is good, but it also creates challenges when it comes to efficient and cost-effective customer service. By switching to Plum Voice, the company got more flexible IVR and **increased their call containment rate to over 90%.**

Here's how they did it.

THE PROBLEM

Before Plum, the company used an old legacy IVR platform that was difficult to program so they outsourced all their IVR development but that didn't turn out well.

Time Consuming: Managing the relationship with their outsourced provider took time and resources

Slow: It took months to get new applications built or updates to current apps delivered

Cost: Outsourced development was very expensive with low ROI

Containment Rate: ~70% wasn't high enough given their call volumes

Lack of Control: With internal and external call centers around the globe, the lack of intelligent call-routing meant the company couldn't easily prioritize high performing centers over low performing ones

THE SOLUTION

Switching to Plum Voice made it feasible for the company to bring its IVR development in-house.

Intelligent Call Routing: Gave the company more control over initial customer interactions and leverage over external call centers

VoiceTrends Analytics: Provided actionable data to optimize apps and achieve containment rates > 90%

Wider Range Of IVR Apps: Ease of development meant the company could offer more self-service options, such as card activation, balance inquiry, reporting lost or stolen cards, and adding funds to a card

THE RESULTS

The company saw major improvements in operational efficiency and ROI.

Containment Rate: Improved by ~25%, resulting in agents fielding almost 1 Million fewer calls every month

ROI: Average cost per call using agents is $5, while IVR costs pennies on the dollar. That creates a savings of almost $5 Million *per month* over the old system

Faster: Moved IVR development in-house, reducing time to deployment by 2/3 and drastically cutting the cost of development compared to expensive outsource rates

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