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5 Customer Stories to Elevate Your CX

Introduction

CHAPTER 1:

Identify the Need and Fix It

A great customer experience is all about meeting needs. Companies that excel at CX often address those needs even before they arise. And companies that fail at CX contribute to customer pain points — like long wait times to speak to the right person, contacting customer service multiple times, or repeating the issue.

So how are companies — already stretched thin with less staff and budget — supposed to service their customers? Think intelligence, automation, and personalization for a more immediate and engaging experience. And it all starts with communications APIs and AI.

Make the Channels Work for You

AI-enhanced solutions, such as through communications APIs or conversational commerce, bring intelligence to anticipate the customer's request. This proactive service is a faster service. That means customers find resolutions quickly — preferably in their favorite channel — which also means fewer complaints or requests for help.

Get Up to Speed

What happens when you quickly and completely solve customer concerns? You have happy customers. And what's the value of happy customers? A lot. In fact, the **Vonage Global Customer Engagement Report 2024** indicates that:

- **56%** of these customers will give positive feedback on a survey
- **55%** will tell friends and family
- **52%** will become more loyal to company/provider
- **36% WILL PURCHASE ADDITIONAL PRODUCTS**

Power Your CX With AI

AI is a phenomenal tool to bring information, automation, self-service, personalization, and more to your CX strategy. With the expectation of a positive experience, it's no surprise that customers are comfortable getting it through virtual means. That's right — customers have adopted AI.

- **Nearly 80%** of global customers have recently used AI-assisted tools.
- **Over 60%** have a positive attitude about using AI to improve CX.

Source: **Vonage Global Customer Engagement Report 2024**

See How Others Succeed

Enjoy the customer stories about Curious Thing, Fithouse, HolidayPirates, Interaktive, and PUBG Corporation. You'll soon discover how Vonage Communications APIs and AI-enhanced solutions are powerful tools to elevate your CX.

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Curious thing

Curious Thing is a tech company with AI at its core. Its conversational voice AI technology is currently used in talent acquisition and contact center automation. The company's mission is to help businesses harness the power of AI to proactively engage with people and uncover deeper insights from conversations.

To help its customers connect with people at scale, across geographies and channels, Curious Thing turned to the Vonage Communications Platform — including Voice, SMS, Phone Numbers, and Reports APIs.

Curious Thing focused on building intelligent communications solutions that provide personalized experiences. These include AI recruitment interviews that mimic conversational interaction ... not to mention automated conversational AI campaigns that can handle thousands of calls per day. Vonage APIs, combined with intelligent capabilities from Curious Thing, allow companies to connect with people at massive scale at crucial moments.

FIT HOUSE

VIsrael-based Fithouse is a fitness and wellness group with multiple studios offering a variety of fitness disciplines, including Pilates, yoga, cycling, and more. Fithouse also offers a Pilates academy for instructors and exports the latest state-of-the-art Pilates and cycling equipment.

With such a global market and broad portfolio, Fithouse needed an intelligent solution to instantly engage current and potential customers 24/7 — all while capturing data for personalization and better engagement.

The company used Vonage AI Studio, a low-code/no-code conversation designer, to create and deploy customer engagement experiences that operate in natural language on any channel. Now they can actively support customers around the clock and throughout their journey. In fact, Fithouse addressed a significant bump in monthly inquiries that otherwise would have been lost, along with a boost in fully self-serve conversations per month.

HolidayPirates

HolidayPirates, an international travel company, sources and shares updated deals for flights, hotels, and holiday packages from leading travel platforms. Through their website, mobile app, and social media channels, HolidayPirates helps budget-savvy travelers find the best offers to plan their dream vacations.

HolidayPirates partnered with Vonage to spotlight WhatsApp as a real-time marketing channel. And thanks to Vonage Conversational Commerce, powered by Jumper.ai, HolidayPirates can enjoy broadcast and AI bot services to send daily updates about new travel packages, capture subscriber preferences for personalized messages and offers, refine segmentation, and introduce a travel concierge feature on WhatsApp.

By promoting the WhatsApp option through channels like email, social media, and its website, and also organizing a contest, HolidayPirates saw an increase in their subscriber base. Additionally, HolidayPirates has seen higher engagement, click-through rates, message open rates, and increased traffic to their travel partners.

Interaktive offers a call center platform with prospect management services. Agents can call, email, and text through the application — all while storing data collected through bots.

As with any call center, Interaktive sought to expand its capabilities and shorten response times. This required bots and AI-powered virtual assistants to enable agents to conduct necessary calls and send real-time personalized emails and texts. And they needed a solution that streamlined development and allowed for a more flexible and efficient model to grow with their business.

Interaktive leveraged the low-code/no-code components of Vonage AI Studio to establish a user-friendly interface, where team members could effortlessly craft valuable apps and bots. The speed to deploy and respond to customers significantly enhances overall CX.

PUBG is the maker of BATTLEGROUNDS, a leading battle royale game. To provide a simple, secure experience for players around the world, the company needed a partner that could safeguard the site against fraud and illegal activity. The company chose Vonage and its Verify API to easily add a layer of protection at scale and within budget.

Just as important, the patented Vonage two-factor authentication (2FA) improves the company's brand image and increases the number of legitimate users. That's because the authentication process prevents the re-registration of banned hack users and reduces the number of fraudulent users.

Vonage only uses phone numbers to generate and localize codes, and if necessary, applies the fastest channel to authenticate new and existing customers by switching from SMS texts to voice calls. The 2FA process works with Vonage SMS API to send SMS-based authentication codes to users who have signed up for PUBG. Vonage solutions work seamlessly to lower fraud and deliver a better player experience.

How Vonage Can Help

Vonage is a wholly owned subsidiary of Ericsson, an industry leader in 5G networks. The Vonage Communications Platform offers a unique combination of communications APIs, contact center, conversational commerce, AI, and more.

Vonage AI enables the creation of intelligent customer engagement at scale while optimizing workflows.

Vonage Communications APIs help you quickly build best-in-class communications solutions at scale with programmable messaging, voice, video, and more.

Vonage Contact Center (VCC) enables your customer service agents to deliver a secure conversational CX through a configurable, straightforward, telephony-agnostic platform.

Vonage AI Studio is a low-code conversation designer that empowers developers and non-developers to create and deploy customer engagement experiences that operate in natural language on any channel.

Vonage Protection Suite is a comprehensive set of tools that simplify end-to-end protection. Mix and match tools to meet your needs and guard your business against fraud.

Vonage Business Communications (VBC), our unified communications solution, integrates with VCC so your agents can collaborate with experts across your entire organization.

VBC and **VCC integrate with Salesforce** to enable features such as advanced routing to the best available associate or agent, customized dashboards, and more.

Vonage Conversational Commerce, powered by Jumper.ai, enables businesses to create AI-powered omnichannel experiences and turn conversations into sales.

Getting Started

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