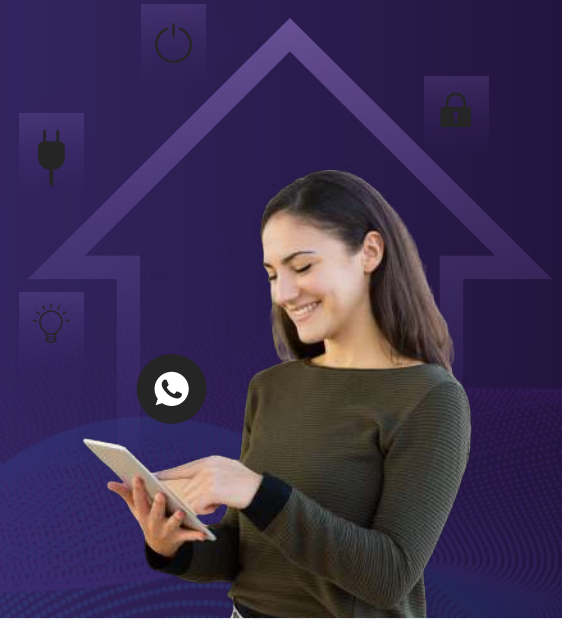


Case Study

Tata Communications Kaleyra Helps Verisure Improve Customer Engagement Through WhatsApp Business



A study by Gartner suggests that over **65** per cent of the companies compete on Customer Experience (CX) now, as opposed to **36** per cent in 2010. The scope of CX is no longer limited to the problem-solving capabilities of the customer support team, but rather incorporates all the touchpoints across their journey - from pre-sales to post-sales.

In such a scenario, one way to improve customer experience and get an edge over other businesses is by embracing the digital transformation.

Companies using traditional ways of communication need to become more adaptive in their approach to customer service. They must keep up with the current trends and incorporate technologies that enable them to deliver personalised experiences at scale. This will help them gain customer loyalty when the buyers are being bombarded with alternatives.

Organisations, which are themselves engaged in technology-related businesses, are especially expected to showcase technological advancements in their customer service.

Tata Communications Kaleyra helped one such company - Verisure - achieve this, and more, with its instant messaging solution.



Vertical
Technology



Location
Itlay



Client for
3 Years



Product
WhatsApp

About Verisure

Verisure provides professionally-monitored alarm systems to individuals, families, and businesses. They are the leading player on the European market and the second-largest residential and small-business alarm provider in the world. They have more than **3.6 million** customers in **16** countries across Europe and Latin America.

Verisure offers High-Security Alarm Systems that combine leading technology with 24/7 professional monitoring. They also offer sales and installation of alarms, excellent customer service, and technical maintenance service.

Verisure is known for its customer-focused approach in everything they do. Ever since its inception, over three decades ago, in 1988, Verisure has harnessed the power of technology to connect with its customers and make their lives more secure. The company constantly innovates to adapt to new technological capabilities, customer needs, and market insights. They are always in the pursuit of serving their customers better.



Verisure's Goal

Verisure wanted to build its presence on a customer-preferred channel, enable two-way, real-time conversations with clients, and offer impeccable customer experiences.

Previously, Verisure's main channels for customer communication were emails, phone calls, and the chat option on their app. Since they have always been keen to create the best customer experience, Verisure wanted to add more value to their users by further enhancing their service quality. They wanted to be available on a daily-use, instant, easy, and widely known channel - WhatsApp.

Key Challenges

Verisure protects more than **150,000** customers today, and its user base grows on a daily basis. Verisure completes thousands of installations every month.

In addition to nurturing and caring about the existing customers daily, Verisure's Customer Service team connects with all the new customers to welcome them to Verisure, solve any doubt, handle any issue that may have occurred during the installation, answer any questions, and gauge the satisfaction of their first experience with Verisure.

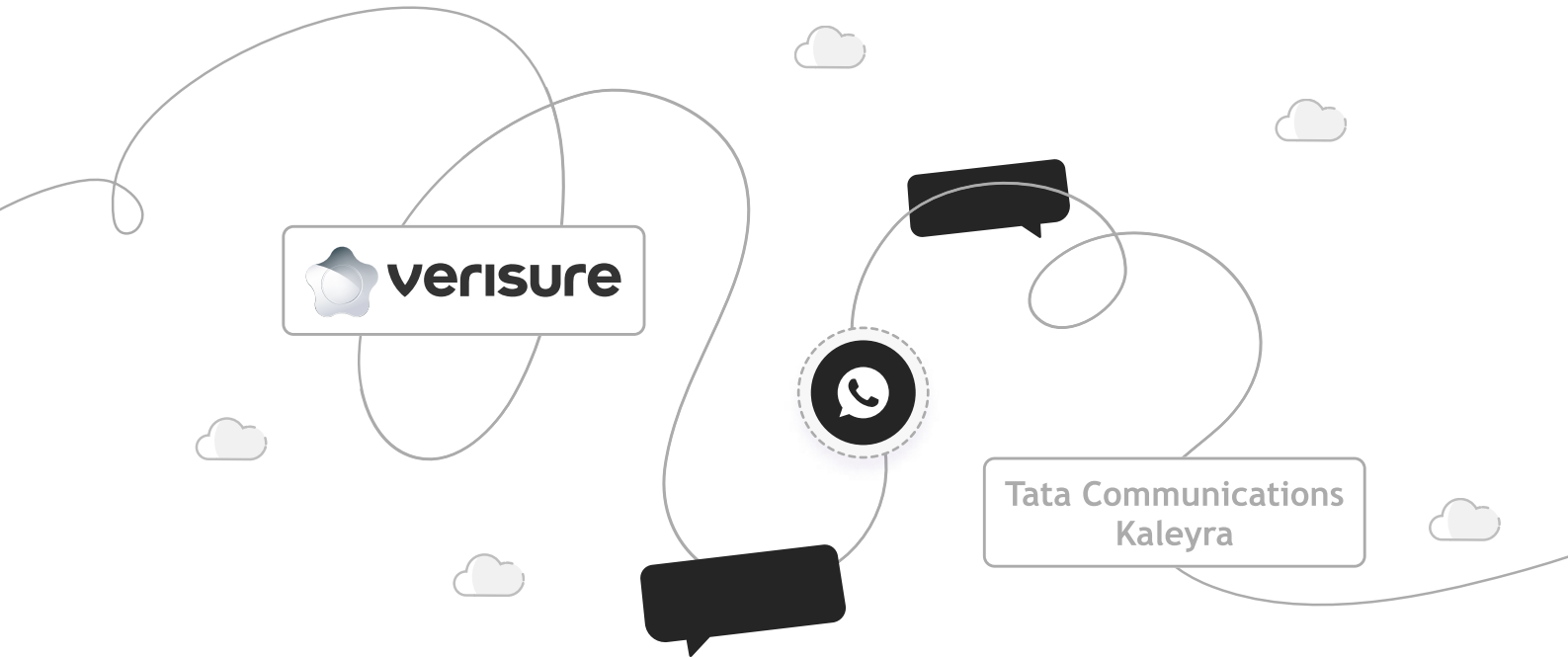
They wanted a platform that could bring the customers even closer to Verisure, both emotionally and temporally.



WhatsApp seemed like a fitting solution. It breaks down the time-distance barrier, is not too intrusive, and offers multiple formats for communication. For instance, customers can write, send vocal messages, pictures, videos, etc, on WhatsApp, and Verisure can respond to them by using text messages, documents, pictures, and videos. This flexibility could significantly improve the customer's experience with Verisure.



How Tata Communications Kaleyra Helped Verisure Attain its Goals



When Verisure was looking for WhatsApp solution providers, Tata Communications Kaleyra became their first and only preference. The global CPaaS (Cloud Platform as a Service) had won Verisure's trust and admiration with its sincere dedication to help their cause.

Tata Communications Kaleyra's team was always, and courteously, around, ready to attend to their needs. Its affordable prices were an added advantage.

Tata Communications Kaleyra offered a secure and scalable business messaging solution to Verisure in the form of WhatsApp Business API. It enabled them to be available round-the-clock, provide timely responses, and give their customers the focused attention they deserved.

With WhatsApp Business API, Verisure could increase the frequency of their communication, send important notifications instantly, automate reminders, and resolve concerns without any delay.

Furthermore, the advanced messaging platform allowed Verisure to pursue its passion for caring for its customers while simultaneously scaling its efforts with the unique feature of customisable templates.

The Impact of Tata Communications Kaleyra's Solutions on Verisure's Business

Verisure's customers use an app to manage their alarms, which includes an option to chat directly with the Customer Care team. When Verisure introduced their new main channel of communication, WhatsApp, it was an instant hit.

Verisure started with managing 1,000 chats per month, and now they manage over 6,000 chats on WhatsApp per month. The usage rate for the instant messaging app has only risen.

As per a recent survey by Verisure,



Customers rated **9.8/10** for their satisfaction with the new WhatsApp service



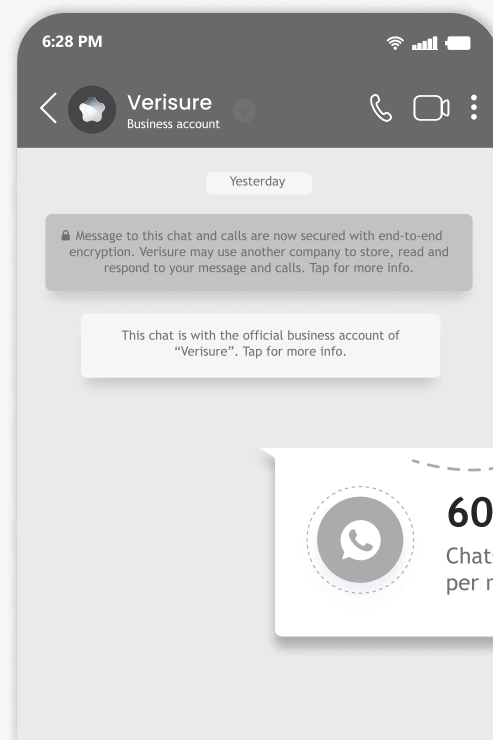
99% of customers would re-use WhatsApp service to communicate with Verisure



99% of customers are happy with the quickness of responses



95% of customers appreciate the ease of use



6000

Chats on WhatsApp per month

Today, Verisure uses WhatsApp to welcome their customers, answer their every need and manage almost all requests from them. This goes on to demonstrate the power of this channel: people are so used to communicating via WhatsApp that they find it convenient to communicate and resolve their queries on it.

WhatsApp has enabled Verisure to interact with the customers throughout their journey and improve their experiences.

Results of the Tata Communications Kaleyra-Verisure Collaboration

Earlier, if Verisure's customers had to communicate with them, they could e-mail, call on the phone, or chat on Verisure App. Now, customers have the option to talk via the instant messaging platform, WhatsApp.

While WhatsApp has certainly introduced convenience to the customers, it has also enhanced the business communication efforts of Verisure. The company can carry out interactive conversations with customers and review the status of the messages triggered - sent, delivered, read, or failed - in real-time.

Additionally, thanks to the end-to-end encryption of messages and Verisure's verified profile on WhatsApp, customers' trust keeps growing. The company now engages in at least 6000 conversations on WhatsApp per month.

Some Achievements Since Verisure Opted for Tata Communications Kaleyra's WhatsApp Business API



Improvement in Customer Care

Verisure's customer support team can now connect with the users through an additional and more popular avenue: WhatsApp. The new-age communication platform allows the team to serve the customers 24/7 in a more engaging manner.



Increase in Customer Satisfaction

A whopping majority of Verisure's customers are happy with the introduction of WhatsApp as a key channel of communication. It has improved their experience with the company.

For more information, visit us at www.tatacommunications.com

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