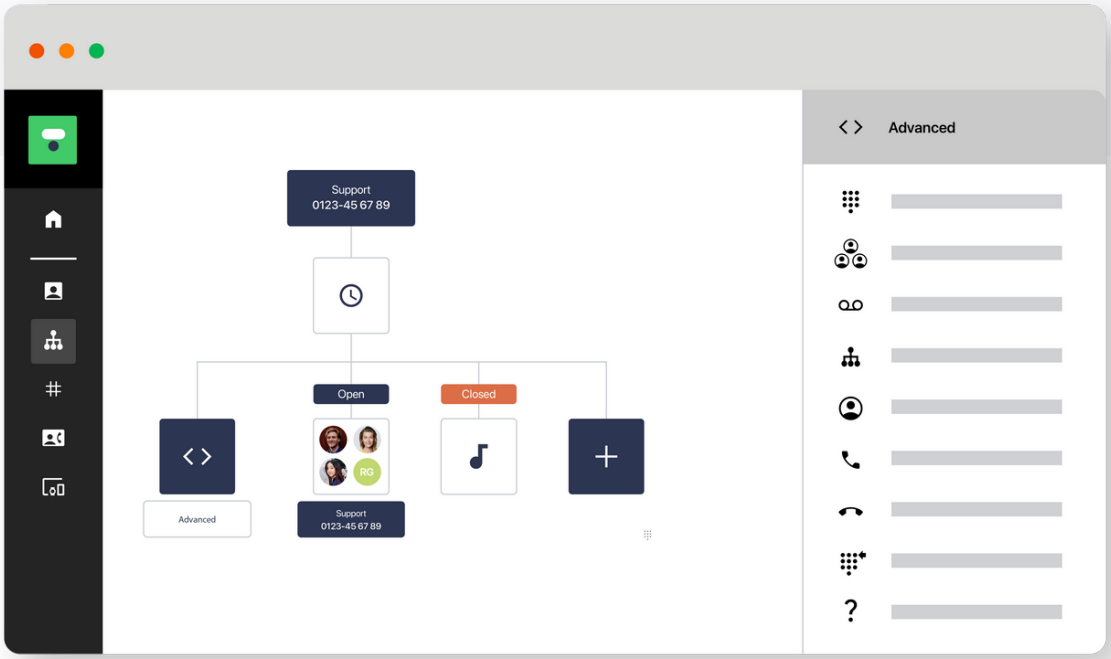
Programmabilty use cases

Get inspired with these innovative PBX customisations



Customise your call experience

Using programmability allows you to customise your incoming call flow to meet the needs of your business and offer an amazing experience to your customers.

You can insert and combine programmability nodes into your call flow however you choose. This means you can create a flow that works for your specific business and solves your day-to-day problems.

The possibilities are endless! Here's some inspiration from other customers to get you started.

Benefits of programmability

- Reduce manual work for your agents
- Automate complex processes
- Integrate different systems together
- Make better use of information

We recommend programmability:

- If your call flow has lots of routing options
- If it's important to know who's calling or
- If you could benefit from using information from external platforms

Prioritise VIP Customers

Customer Scenario

Many companies, with VIP programs, such as hotels or airlines, seek to prioritise VIP callers for exceptional service. They want an efficient way to identify and route these callers to dedicated support.

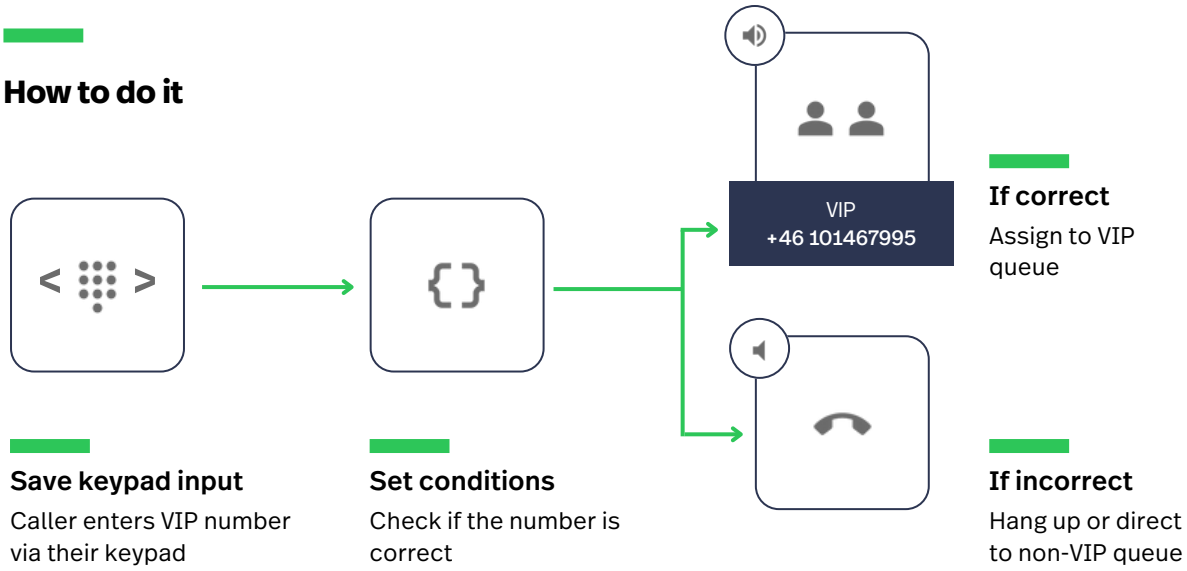
Solution

Utilise programmability to check the caller's profile. VIP callers can be recognised by automatically checking their phone number against your customer database using HTTP-requests.

If the number is not recognised, you can still gather this information using a prompt. For example, you could ask callers to enter their customer ID or a security code via their telephone keypad.

Once you've identified the caller as a VIP customer, you can then fast-track them directly to VIP services, enhancing customer loyalty and providing the exceptional service that VIPs expect.

How to do it



Verify customer identity

Customer Scenario

Many businesses need to securely verify the identity of customers over the phone. For example, healthcare providers may want patients to input their social security numbers for quick access to medical records.

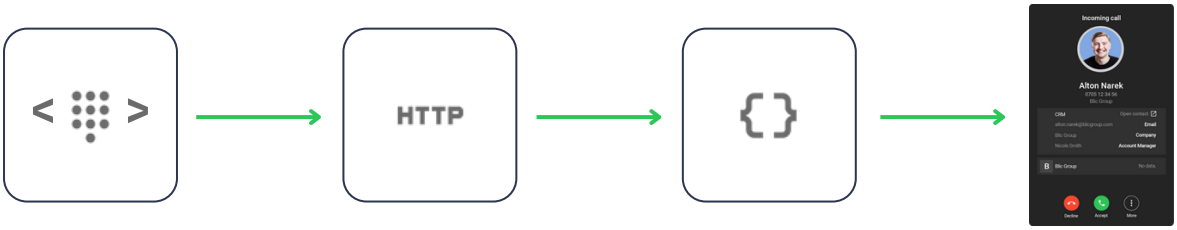
Solution

Utilise programmability to request verification information using the telephone keypad. You can use the pre-built BankID integration, or build your own using HTTP-requests.

The system will automatically look up the verification info in your database and return the caller's details such as their name, and display this in the call interface. You can also customise the interface to give your agents a direct link to the caller's profile in your database.

Once you've identified the caller, your agents can respond quickly and effectively and the caller benefits from knowing that their information is secure.

How to do it



Save keypad input
Caller enters verification information via their keypad

HTTP Request
Check customer info in external system

Set conditions
Check if the number is correct

Call widget
Info and link is automatically displayed in call interface

Identify unknown numbers

Customer Scenario

Knowing who is calling makes it easier for agents to respond quickly and effectively. But sometimes callers use phone numbers that aren't recognised, slowing down your agents and forcing callers to wait in a queue before being routed.

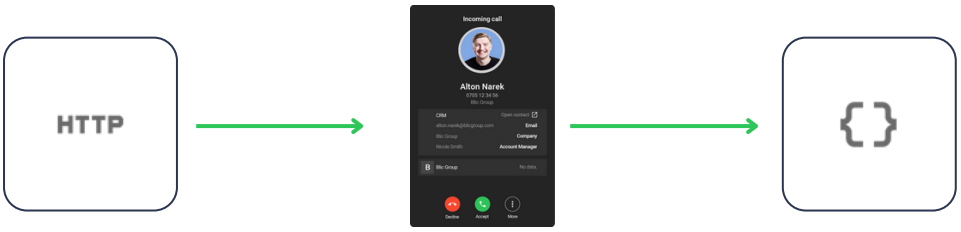
Solution

Utilise programmability to check the caller's number against your external database. You can use a pre-built Contact Lookup integration, or build your own using HTTP-requests.

The system will automatically look up the number and return the caller's details such as their name, and display this in the call interface. You can also customise the interface to give your agents a direct link to the caller's profile in your CRM.

Once you've identified the caller, you could add smart routing rules to route their call to their account manager or relevant queue.

How to do it



HTTP Request
Fetch customer info from an external system

Call widget
Info and link is automatically displayed in call interface

Set conditions
Route the call based on info you gathered, such as caller's account manager

Automatically route calls to preferred contacts

Customer Scenario

Instead of making customers wait in the general queue, many businesses want to automatically connect incoming callers with their account manager or preferred contacts, who are responsible for understanding their specific needs.

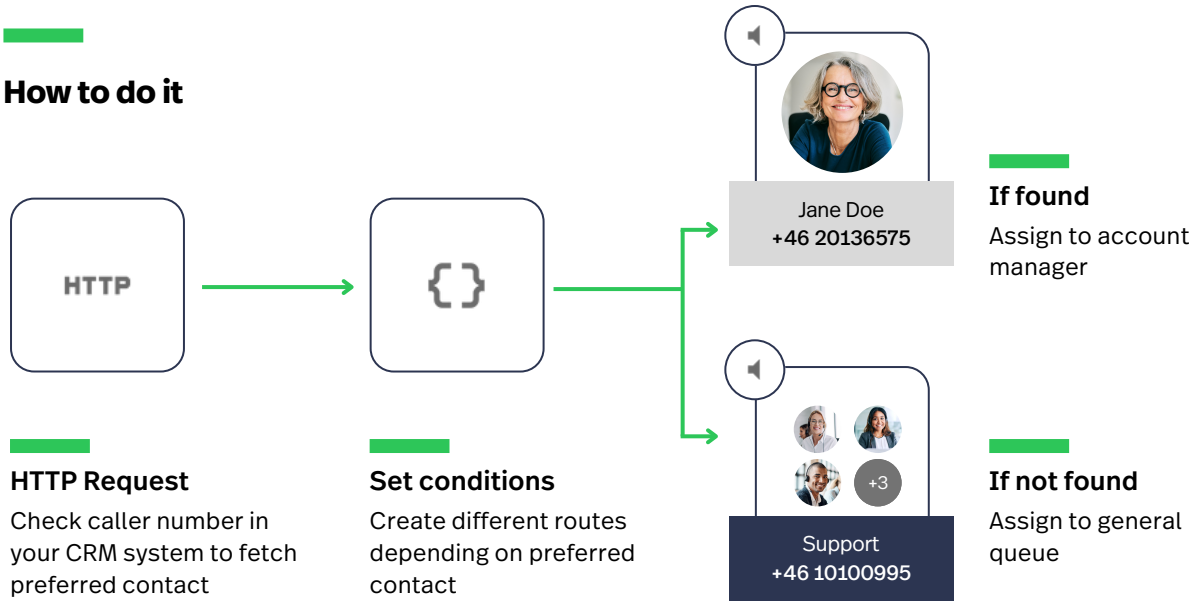
Solution

Use programmability to recognise specific caller numbers or number series. When these callers reach the system, route their calls directly to their preferred contacts or designated groups.

You can also set a fallback, so that if the account manager is not available you direct the call to the next best option.

This personalised approach ensures efficient communication and fosters customer relationships. It means that customers reach someone who understands their business needs, and don't need to wait in a queue unnecessarily.

How to do it



HTTP Request
Check caller number in your CRM system to fetch preferred contact

Set conditions
Create different routes depending on preferred contact

If found
Assign to account manager

If not found
Assign to general queue

TELAVOX

Provide company info based on location

Customer Scenario

Many customers want to get specific information relevant to their location, but have to wait in a general queue for an agent, who then must manually route the call to the right place.

Solution

Utilise programmability to ask callers to enter their postcode using the telephone keypad.

You can then play a different pre-recorded message based on the location entered, for example, a message detailing the opening hours of the nearest store or office. If the customer still has a question, you can route them to the local queue number.

Providing relevant information early in the call reduces waiting time for customers and frees up agents to deal with more urgent enquiries.

How to do it

Save keypad input
Caller enters postcode via their keypad

Set conditions
Set different routes for different locations

Play sound
Play a pre-recorded message for the relevant location

Automatically play customer order status

Customer Scenario

Customers often call to check the status of their order or ongoing support request. They have to wait for an agent, who then has to manually check the customer's status in a separate system.

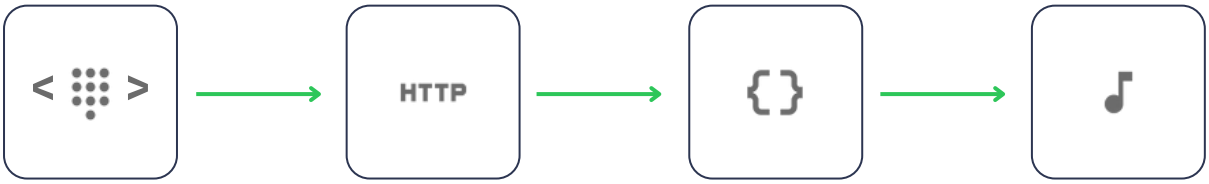
Solution

Utilise programmability to ask callers to enter their order number using the telephone keypad.

You can then use HTTP-requests to check their order status in your sales platform or database. You can then play a different pre-recorded message based on that status. For example, you could have a pre-recorded message saying "your order is out for delivery".

Many calls can be reduced by providing this info without an agent needing to be involved. And if a customer still needs to speak to an agent, they now have all the customer info required to answer their query.

How to do it



Save keypad input
Caller enters order number via their keypad

HTTP Request
Check order number in external system to fetch status

Set conditions
Set conditions based on the returned order status

Play sound
Play a pre-recorded message based on the order status