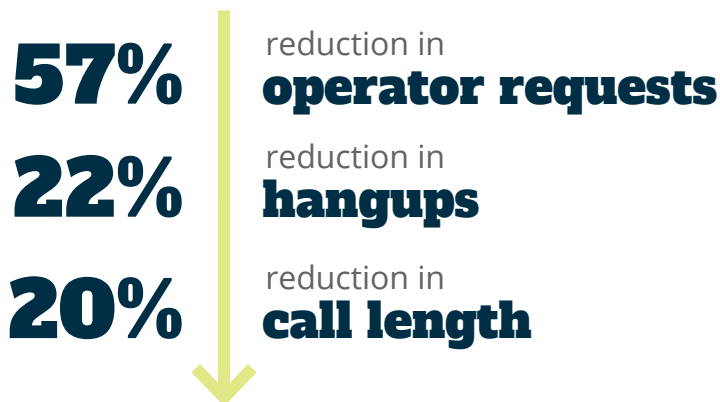


HOW A MAJOR WIRELESS CARRIER SLASHED OPERATOR REQUESTS BY 57% WITH FREECLIMB CONVERSATIONAL AI

A major wireless carrier needed to modernize its self-service experience to meet evolving customer demands. Leveraging FreeClimb's 30+ years of voice and AI expertise, the carrier implemented an intelligent, flexible, AI-driven IVR solution that resolved customer issues faster, freed up agents to focus on high-value cases, and reduced operational costs from day one.

THE JOURNEY IN NUMBERS:



- ☒ **14%** increase in containment
- ☒ **90%** containment/self-service rate with current system
- ☒ **20%** reduction in overhead costs
- ☒ Saved **60%** of the most challenging cases from escalating
- ☒ **94%** CSAT



BENEFITS:

Proactive, personalized care

Bespoke ASR models anticipate customer needs and deliver fast, personalized responses, reducing wait times and improving the overall experience.

Omnichannel support

Customers can engage via voice, chat, SMS, web, and social media, creating a seamless, uninterrupted experience.

Customizable modular solution

System can be configured to the carrier's specific needs, ensuring maximum performance and scalability.

Advanced analytics portal

Provides real-time insights into customer behaviors and performance metrics, enabling continuous improvement.



OPPORTUNITY: **TRANSITIONING FROM TRADITIONAL IVR TO CONVERSATIONAL CUSTOMER SERVICE**

A major carrier's legacy interactive voice response (IVR) system struggled to keep pace with customers' demands for fast, personalized, omnichannel support. To remain competitive, the carrier required a sophisticated, automated customer care solution that could handle complex interactions, quickly resolve queries with human-like comprehension, and provide prompt, tailored experiences across multiple channels — without straining resources.

SOLUTION: **BUILDING EASY, EFFORTLESS, PERSONALIZED DIGITAL EXPERIENCES**



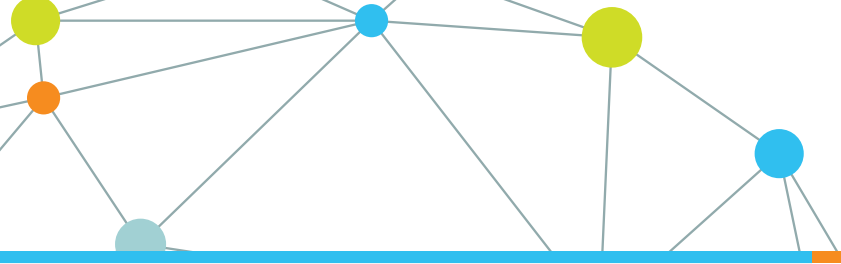
The carrier leveraged FreeClimb's proprietary conversational AI capabilities and 30+ years of voice technology expertise to deploy a modular, cloud-based, AI-driven platform. With virtual agents pre-trained to capture the business' precise needs and specific customer intent, the solution boosted first contact resolutions, reduced operational costs, and delivered proactive, frictionless, and personalized experiences at scale.

HIGHER ACCURACY & FASTER RESOLUTION

Unlike traditional IVR systems that rely on rigid, menu-driven prompts, the carrier's AI-powered IVR uses advanced Automatic Speech Recognition (ASR) —created with their own customers' voices—to understand natural language, allowing customers to speak freely with their intent understood instantly. The system adapts to customer speech patterns, industry-specific terms, and even regional accents, ensuring a smooth and effective conversation. By quickly recognizing intent, the AI system resolves issues in fewer prompts, effectively containing the call, minimizing customer frustration, and boosting overall CSAT.

24/7, OMNICHANNEL SUPPORT

Whether customers connect via voice, web chat, SMS, WhatsApp, or Facebook Messenger, the system maintains context to provide a consistent, seamless, always-on experience at every touchpoint. By syncing customer profiles and categorizing intent across channels, the system can pick up interactions where they left off while equipping agents with valuable context to accelerate issue resolution. After completing a payment over voice, customers automatically receive an SMS confirmation, reinforcing security, trust, and convenience.



PERSONALIZED, STREAMLINED INTERACTIONS

Using securely stored and redacted account data (compliant with PCI DSS 4.0, HIPAA, and SOC 2 Type 2), the system personalizes the customer experience from the outset, directing customers to the most relevant resource or agent. If a customer frequently calls to make a payment, the system offers related prompts early in the interaction, streamlining the experience, shortening wait times, and leaving customers feeling understood and satisfied.

UNIQUE BRAND VOICE WITH MULTILINGUAL SUPPORT

To maintain a consistent brand identity across interactions, FreeClimb developed a custom text-to-speech (TTS) model that reflects the carrier's brand voice in both English and Spanish. Powered by machine learning, the TTS model continuously learns with every conversation, significantly reducing the time and cost traditionally associated with creating new audio assets from days to just hours, enabling the carrier to swiftly adapt to evolving needs.

REAL-TIME ANALYTICS AND ACTIONABLE INSIGHTS

The new system features a robust analytics portal that provides full visibility into customer-AI interactions. It includes customizable reporting tools and intuitive, graphical dashboards, offering real-time insights into call outcomes, conversational details, customer behaviors, and system performance. With this data, the carrier's team can make data-driven decisions to continuously optimize strategies.

CONTINUOUS PERFORMANCE MONITORING

In addition to delivering cutting-edge language engineering, FreeClimb ensured the carrier's models remained sharp and up-to-date. Through continuous performance monitoring, proactive system management, and monthly updates, FreeClimb effectively mitigated model drift, minimized hallucinations, and reduced Word Error Rate (WER), driving ongoing success for the carrier.

THE IMPACT:

With a **90% self-service rate**, the deployment of FreeClimb's Conversational AI platform delivered an immediate, transformative impact on both customer experience and operational efficiency. **The carrier maintained an impressive 94% CSAT**, with significant improvements across several key areas:

57% REDUCTION IN OPERATOR REQUESTS:

Automating a high volume of inquiries, fewer calls escalated to live agents, significantly reducing operational costs and freeing up agents to focus on more complex issues.

22% REDUCTION IN CALL HANG-UPS:

With more efficient and personalized responses, fewer customers abandoned their calls, improving retention rates.

20% REDUCTION IN CALL LENGTH:

By accurately capturing intent, virtual agents resolved customer queries faster, reducing strain on call centers while maintaining a high level of service quality.

20% REDUCTION IN OVERHEAD COSTS:

By automating complex interactions, deflecting difficult cases from escalating to live agents, and enabling efficient self-service, the carrier significantly lowered operational expenses.

