

Case Study: Enhancing Infrastructure and Improving the Customer Experience

Background:

A \$100K SMS instant engagement platform provider sought to enhance its customer experience. The existing mobile chatbot in the cloud facilitated real-time customer feedback, quick hiring, and efficient scheduling for restaurants and retail. However, a deeper assessment by CXMD revealed critical needs for a more cost-effective structure, increased reliability, and a crucial enhancement for overall success.

Challenge:

The identified challenges included a suboptimal cost structure, reliability issues, and a vital enhancement required for the platform's success. The latency effected customer and user experience slowing down adoption.

Approach:

CXMD was specifically brought in to drive a comprehensive evaluation of this company's capabilities, customer experience, and platform infrastructure. Despite having some knowledge of SMS platforms, a deep dive into the intricacies of the SMS Infrastructure and ecosystem was necessary. Market research led to the identification of a tier 1 service provider with a tailored onboarding model for smaller enterprises.

Solution:

Negotiations on pricing were conducted, and the migration process was initiated, involving close collaboration with technical experts from the client and the chosen service provider. The implementation spanned three months, primarily due to securing migration approvals. The migration involved transitioning from Plivio (a 3rd-tier provider) to Synovise (a 1st-tier provider), strategically addressing the identified needs. This move aimed to optimize costs, improve reliability, and introduce a crucial new feature - SMS communication to business landlines.

Results:

The migration to Synovise yielded significant positive outcomes:

1. Latency Reduction: Transitioning to a tier-1 provider substantially lowered latency, enhancing platform responsiveness and user experience.
2. New Feature Integration: The migration facilitated the integration of SMS communication to business landlines, expanding the platform's capabilities and market opportunity.
3. Cost Optimization: The outgoing SMS cost was reduced from \$0.005 to \$0.0009, marking a 200% improvement and translating into substantial profitability gains, particularly with the processing of millions of messages.

Conclusion:

Strategically selecting and migrating to a tier-1 IaaS provider, negotiating favorable terms, and overseeing a meticulous migration process positioned the client for sustained success. The upgraded platform not only delivered cost savings but also improved functionality, demonstrating the impact of a well-executed infrastructure upgrade on both operational efficiency, financial performance and customer experience.

