Flexible Application Development Platform

Jawwal selects Genesys Voice Platform to support its business needs.

Keeping an Eye on Customer Satisfaction

Established in 1999, Jawwal was the first mobile communications operator to serve the Palestinian market. Now it has an 80% share of the nation’s customer base, serving consumer, business, and public sector clients.

Jawwal has always focused on the customer, keeping a close eye on customer satisfaction while ensuring service delivery is as cost effective as possible. Such a vision was found in Genesys Voice Platform. The company was the first operator in the Middle East to implement a professional call center back in 2000 and used an IVR system from a major telephony vendor to support some customers’ requests and call center routing. However, the previous IVR had limited functionality and wasn’t easy to integrate with back-end systems and the additional different technologies needed.

Easy-to-Use Application Development Platform

Genesys partner Ascotel, suggested switching to a Genesys Voice Platform for all inbound self-service applications. After Ascotel helped Jawwal create a bespoke self-service portal, the mobile operator took control of populating it with services developed in-house.

The Jawwal developers use Genesys Composer, a consolidated development environment for self-service tools on the Genesys Voice Platform. These tools are then deployed via Genesys Administrator, a unified, web-based application that offers the ability to deploy and monitor all Genesys applications.
The platform has enabled Jawwal to offer self-service functionality for a range of customer-facing processes, from advising on mobile phone packages to transferring credit to customer accounts. “The move to Genesys has enhanced our go to market IVR services,” said Farouq Mousa, Integration Engineer. “It provides a simple-to-use application development platform.”

Jawwal has been able to cut voice application development time by 50% per service. This means in-house developers can spend 50% more time on other tasks, while greatly reducing the cost of application development.

The ability to easily deploy new applications has helped Jawwal increase customer self-service use while reducing operational costs for the business. At the same time, development teams are delighted with how easy it is to adapt Genesys to their needs. Staff satisfaction has gone up by 80% compared to the previous setup.

Responding to Customers’ Changing Needs

It’s not surprising that Jawwal sees self-service IVR applications as a critical channel for customer interaction. “I think IVR is one of the most important interfaces used by telecom operators.” said Eyad Nabhan, Head of the Integration & Development Department.

Eyad Nabhan concludes “We want to enhance the customer experience more and more at Jawwal, and Genesys gives us the means to do that.”

RESULTS

- Customer self-service levels increased by 40%
- Employee satisfaction improved by 80%
- Technical faults reduced by 70%

About Genesys

Genesys, the world’s #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate 25 billion contact center interactions per year in the cloud and on premises.

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