

# Business sector report

## FINANCIAL SERVICES



### CHALLENGE

AUTOMATE THE PROCESS  
OF SENDING BANK INFORMATION

### SOLUTION

TEXTGATE

### RESULT

EUROS 150,000 SAVINGS IN HR COSTS  
EACH YEAR

The Financial Services industry is fast becoming one of the most prolific users of text messaging. Each day they transmit millions of text messages to customers, enabling institutions to better engage with them and to improve customer service levels.



Associate  
Member

Your Success.  
Delivered.

## TextGate Saves One Financial Services Institution Euros 150,000 Each Year

If your business is receiving 20 calls every minute of the day, the cost of human resources to handle them is about Euros 300,000 per annum. So, how do increasing numbers of financial institutions take cost out of the bottom line and, at the same time, deliver a better service to customers when calling the company?

Like many corporates with large customer bases, many could simply have turned to a call centre in India or third world country for a low cost solution. However, many now firmly believe that customers resent their personal financial details being held in the database of an unregulated call centre in some farflung country.

Increasingly, financial services companies are also convinced that if they could become more proactive with their customers, and provide them with the information they need before calling the company, they will become more effective businesses. Email is one solution. Another is to increase the numbers of outbound calling staff.

However, because most financial services companies have databases of their customers' mobiles, many are now turning to RoutoMessaging's simple to use and secure TextGate platform. The positive feedback from customers have since led many to adopt RoutoMessaging's SMS platform as their frontline customer interfacing process of choice.

One institution texts bank account information automatically to more than 100,000 customers each month. It comments:

"RoutoMessaging's TextGate is probably the most secure and robust SMS platform on today's market. It allows this business to automate the process of sending upto date bank account information regularly to customers, and reduces inbound calls by over 50%," says the IT Director of one leading Financial Services business. He adds: "That means we slash about Euros 150,000 out of our bottom line in human resource costs alone each year."

### SMS services for financial sector:

- Account activity alerts
- Promotional offers
- Online and offline payment processing
- Security
- Location based services
- Smartphone app authentication

The success of using TextGate to safely text bank account information to customers' mobiles led another institution to examine other uses of the platform in its daytoday operations. It piloted sending texts to a sample base of 10,000 customers asking them to contact the institutions' agents as soon as possible. Unlike email or snail mail, it found from texting customers stimulated early action and response rates exceeded 70%.

Tap into our expertise in securing transactions for your customers, maintaining loyalty and broadening your value proposition. Impartial advice from our mobile messaging experts is aimed to accelerate your pace towards your goals.

### Contact Us

**Routo Telecommunications Ltd**  
2nd Floor, Kingsgate House, 115 High Holborne  
London  
WC1V 6JJ  
United Kingdom  
**Call us** +44 (0) 870 231 7777  
**Email** sales@routomessaging.com  
**www**.routomessaging.com

