

# Client Testimonial

# Group O

---

"We drove 20%+ cost savings in less than 18 months."



**GROUP O**

# Solutions



**Inbound Gift  
Card Activation**



**Inbound Gift  
Card Status**



**Inbound Claim  
Rewards**

## Paul Flemr, Executive Director of Operations:

“Group O is an end to end solutions provider specializing in technology-based solutions that drive new standards of excellence in the supply chain, packaging, and marketing industries. We enlisted SmartAction to deliver robust voice self-service that would pull the redundant transactions out of our call center, saving us money and helping our clients achieve their goals in an innovative way.

Talk about a return on investment! **Implementation of SmartAction across just one client's program for three specific call types drove over 20% of our costs out of the call center operations.** Our implementations to date have seamlessly integrated self-service through the IVA to attend to customers – **with greater accuracy and no loss in satisfaction.**

The implementation can be very short, and that ROI can actually start being realized very quickly. SmartAction is there every step of the way and gives you the right support to help make sure things go smoothly. They are there after production starts as well, to provide assistance in measuring and then enhancing any elements of your projects that are needed.

There is potential to do so much more with this AI technology, and you don't have to sacrifice quality or CX. **Our goal is to automate as many as 50% of our calls through SmartAction, and we're well on our way.** I expect we'll achieve this goal in the next 18-24 months. We've already begun leveraging this technology as a part of our Business Development presentations and it's fun to see prospects and clients alike light up with the endless possibilities we discuss in using SmartAction.

Pricing is more than fair, and the business case is pretty simple to make: you can either arm your company with the great capabilities of SmartAction and potentially be the only one in your space to have this technology, or you can decide not to take action and let your competitors beat you to the punch. This should be motivation enough to purchase it now!

To sum it all up, SmartAction is easy to work with and offers quick implementation for immediate ROI. I haven't found a single reason not to work with their team. My advice is get it now, use it often. **Take your CX to the next level and keep pace with our digital age.** The possibilities are endless in how you can leverage SmartAction in your business to drive positive results.”