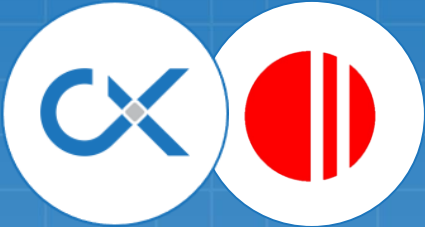# Obverse Inc.

Success Story

70%

Of repetitive queries resolved with automated self-service

4k+

Customers supported 24x7 in 10+ languages

6k+

Customer Support rep's productive hours saved through automation

About Obverse Inc.

"one-stop shop for enterprise solutions"

01 ● Founded
2002

02 ● Industry
IT MSP

03 ● Region
Washington DC, USA

04 ● Service Segment
Govt. & Commercial

Founded in 2002, Obverse Inc. is an Information Technology consulting firm based in Washington, DC. Specializing in enterprise architecture, system integration, and custom application development, including wireless and web applications, Obverse focuses on helping clients achieve the highest return on their investment.

Obverse has built a strong reputation for web application development and enterprise solutions, serving both government and commercial clients. Their diverse technical team delivers tailored solutions for various business needs, ensuring optimal results.

With over 20 years of presence, Obverse excels in enterprise integration and implementation support. Their expertise spans e-Business, information management, security, software development, and network administration, helping clients streamline operations and reduce costs.

Challenges	Expectations	Outcome
➢ Unable to address all customer issues at the same time.	➢ Needed a solution that can provide support to multiple customers at a time.	➢ Implemented a 24/7 self-service solution to auto-respond & auto-resolve customers queries wherever they are, whenever they want.
➢ Difficulty optimizing slow customer support processes.	➢ Needed a solution that automates L1 and L2 queries resolution to enable Support team to focus exclusively on retention strategies and complex problems.	➢ With Tuva CX's automated L1-L2 Support and instant resolution, Customer satisfaction improved by 88%.
➢ Inability to track customer interactions in order to make informed decisions	➢ Needed a solution that collects customer data to make informed decisions.	➢ Tuva CX's AI-powered sentiment analysis dashboard, enabled data-driven decision making.

Turabit's Tuva CX helped us to improve our customer satisfaction rate & resolve their queries in real-time 24 x 7, which allowed my team to focus on key business initiatives.

James Detherage,
CEO, Obverse Inc.

Achieving CSAT for Obverse Inc.

- Obverse harnesses Tuva CX's lead generation module to identify and engage potential customers effectively. Through advanced AI algorithms, they pinpoint promising leads and initiate targeted interactions, facilitating seamless conversion processes.

- By automating repetitive tasks and streamlining support processes, Tuva CX has enabled Obverse to optimize resource allocation and increase operational efficiency. With fewer manual interventions required, Obverse's support team can focus on higher-value activities, driving overall productivity gains.

- Obverse optimizes support operations with the intelligent query deflection module, categorizing and prioritizing incoming queries. Routine issues are deflected to self-service channels, reducing agent workload and ensuring prompt resolutions for customers.

- The customer self-service empowers Obverse's clientele to find solutions independently. By offering a user-friendly interface and AI-driven assistance, Obverse enhances customer autonomy while reducing the burden on customer support team. This module enables customers to troubleshoot common issues, access relevant information, and complete tasks with ease.

- The system intelligently routes complex queries to qualified agents, facilitating swift problem resolution. This integration has improved response times, satisfaction, and operational efficiency, establishing Obverse as a leader in support experiences.

Key integrations


Unbeatable Customer Satisfaction

Identifying a persistent challenge within Obverse's customer service operations, CEO James embarked on a strategic initiative. Understanding the strain on both customers and support staff, he undertook thorough research and consultations.

This led to the selection of Tuva CX, an AI Assistant for Customer Support. James spearheaded its implementation, envisioning enhanced customer satisfaction and reduced support workload. This decision marked a significant step forward for Obverse, aligning with their commitment to operational excellence and customer-centricity.

"Implementing Tuva CX was a game-changer for us at Obverse." – James expressed with gratitude.

Solution Overview

Designed to meet the dynamic needs of Obverse Inc., our solution integrates Omni-channel communication, multilingual support, a robust Knowledge Base, AI Analytics, and around-the-clock self-service functionality.
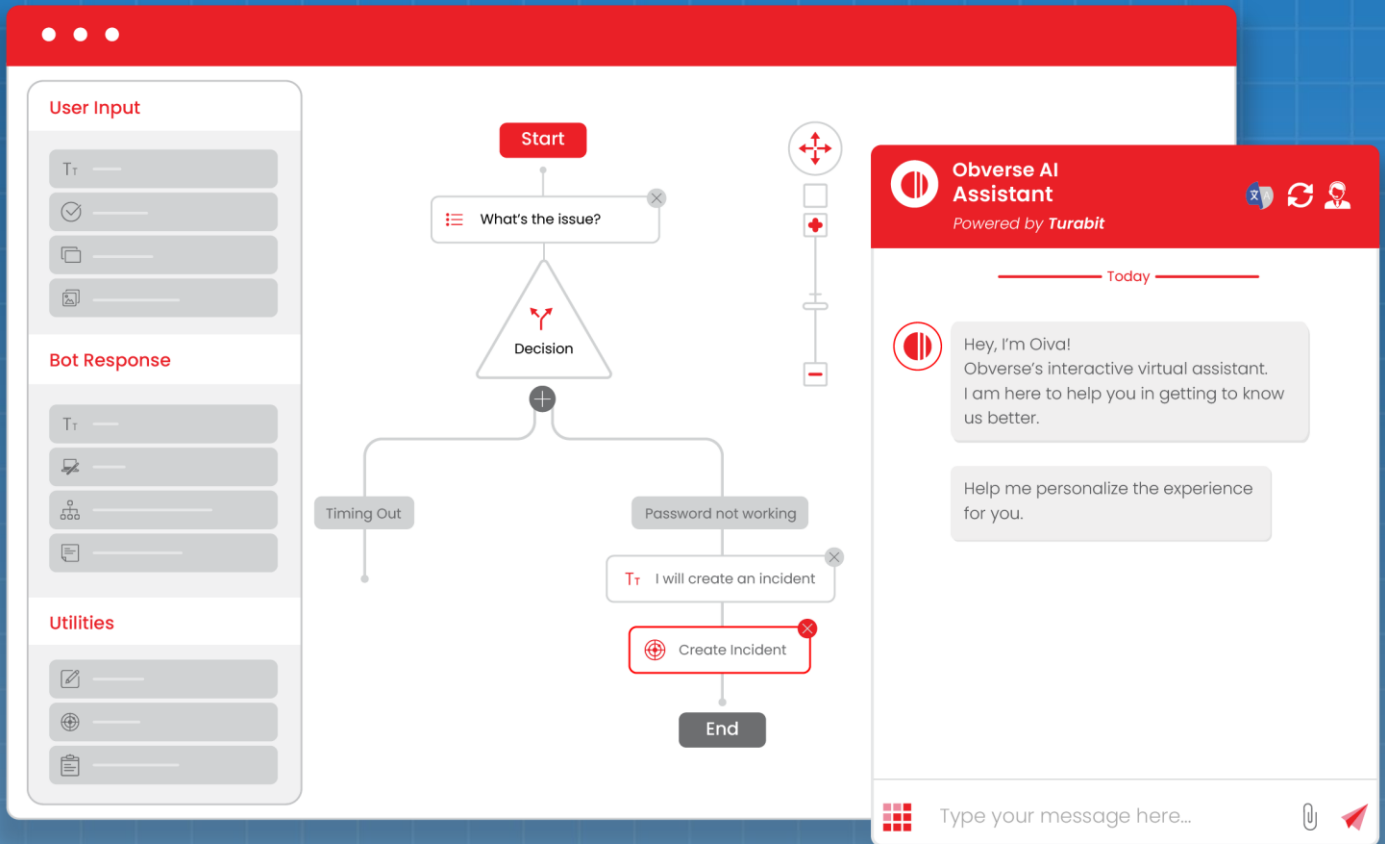
Channels: To enhance collaboration and productivity, Obverse implements various communication channels such as email, Webchat, and internal messaging (MS Teams)

Integration: In addition, the integration of Microsoft Teams and Salesforce CRM made workflows more streamlined and their customer support team more productive

AI Analytics: With AI-enabled analytics, Obverse uncovers customer insights to make informed decisions, and predict future outcomes, resulting in data-driven strategies and a competitive advantage.

Multilingual: By implementing a multilingual approach, the company was able to address a large amount of clientele anywhere in the world in their native language.

Top Customer Queries responded by Tuva CX

✓ How do you structure your pricing?

✓ How do you ensure our data is secure?

✓ Do you offer on-site support if needed?

✓ During what hours can I reach your support team?