M1 streamlines their communications and workflow processes with Whispir

Whispir's platform in empowering M1 to greatly increase the efficiency of their communications process including improving customer response rates from 20% to 80%

About M1

M1, a subsidiary of Keppel Corporation, is one of Singapore's most vibrant and dynamic communications companies, providing mobile and fixed services to over two million customers.

Since the launch of commercial services in 1997, M1 has achieved many firsts, including the first operator to offer nationwide 4G service, as well as ultra-high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN). With a continual focus on network quality, customer service, value and innovation, M1 links anyone and anything; anytime, anywhere.

For more information,

Learn more
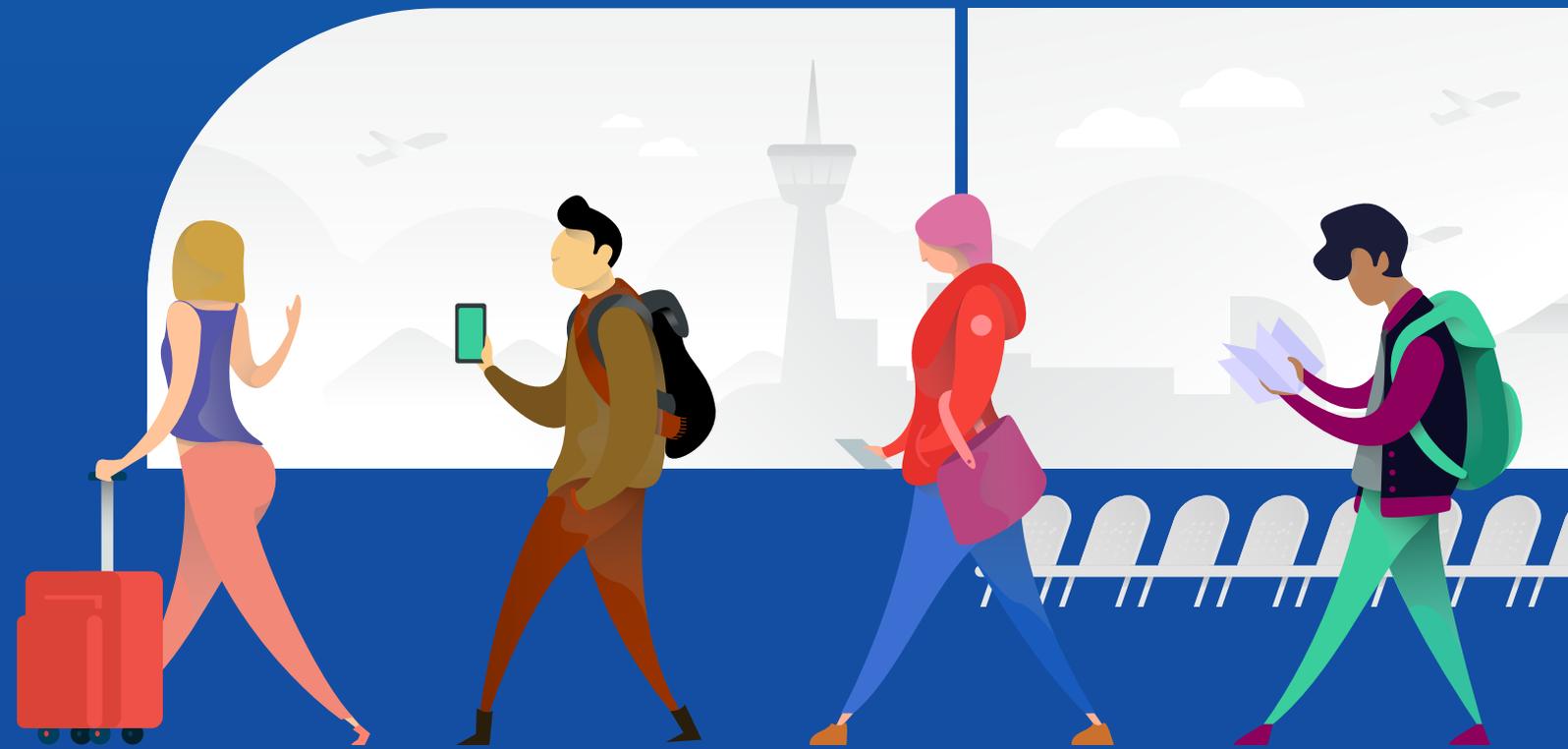
An Analogue Legacy System and the Digital Transformation

M1 sought to improve and innovate their retail communications channels, workflow approval processes, as well as increase their customer communications capabilities.

Prior to their initiative, M1's processes relied on manual processes and consumed valuable time resources. Communication templates required considerable drafting and review in order to be approved and hindered M1's communications agility.

Additionally, being an established organisation, their notifications and communication needs across every touch-point were significant. In order to reach the internal stakeholders and their customers, notifications and other communications needed to be sent in batches.

> " *Our legacy platform to send notifications to customers and the content was not configurable by user. Each change needed to raise a unique Change Request which resulted in elongated lead time.*
>
> *The implementation of Whispir means significant increases in time efficiency for our organisation.* "

Lee Kuen Haw,
Senior Manager, M1

M1 saw an opportunity to not only increase their efficiency within their communication processes but also to create an opportunity to innovate and increase the effectiveness of their wider communications strategies and tactics.

Their key focus business functions to innovate were:

- Internal communications and workflows for retail outlet teams

- Business continuity communications

- Automated incidence communications

- Automated workflow approvals

- Timely alerts to inform M1 subscribers on services, downtime, maintenance and outages

- Timely alerts to inform M1 subscribers on the resumption of services

Whispir's Engine of Transformation

In response to M1's organisation needs, Whispir sought to leverage multiple platform use capabilities.

Firstly, the implementation of workflow automation allows managers to approve communication templates before being sent to subscribers. Whispir's rich messaging platform which offers a seamless solution was leveraged to resolve M1's problems on two approaches; backend internal approval for comms message and alerts triggered to frontend subscribers on critical information.

With Whispir's dynamic platform, M1s new capability empowers:

Managers to view and approve the comms templates electronically greatly decreases turnaround time

Ability and agility for managers to approve comms template remotely or through a mobile device

Comms automatically sent to subscribers after managers' approval

Reporting and tracking of approvals available on Whispir's platform

Heightened Engagement and the Value of Connection

The Whispir solution means M1 can greatly increase their organisation's efficiencies by saving time, resources & money.

Approvals and turnaround time for communication templates are reduced for managers and subsequently send to specific and intended stakeholders. This also offers M1 a significant resource cost reduction on time.

> *Previously, the response rate was low at about 20%. With Whispir's platform, we are able to send SMS or email to targeted customers along with the interactive micro-site, the response rate has gone up to 80%.*
>
> *It has also significantly reduced the time it takes for an officer to manually contact each customer. The biggest advantage for M1 is that we are able to push out the response without speaking to the customer.*
>
> **Lee Kuen Haw,**
> Senior Manager, M1

Automated workflow approvals

Customer notifications and engagement automation

Time and cost reduction for the organisation

whispir