



Customer use case: Financial institution

What were the challenges?

- A financial institution needed an innovative lead generation solution.
- Manually calling potential leads was time consuming, inflexible and expensive, often leading to missed opportunities due to time needed to contact each lead. They needed a more dynamic, scalable lead generation tool to replace call centres.

Outcome

- The customer adopted Smart Messaging as a core element of their lead generation activities (80 per cent), reducing call centre reliance and offering a quicker, dynamic lead generation solution.
- Communication became much more aligned to modern customer expectations and improved the quality of leads created.

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smartmessaging@bt.com
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