

## Tadiran Presents – Customer Service Innovation

Powered by the CommBox omnichannel customer communication solution, Tadiran allows its customers to quickly schedule an air technician visit through a bot available on WhatsApp, Chat, SMS, and other channels. Customers can choose their convenient visit times or promptly solve common issues with a bot's assistance.

**30%**

Increase in customer interactions with a bot

**700+**

Repair visits a month scheduled by a bot

\*24% of inquiries

**46%**

of customer inquiries solved by a bot end to end

### About Tadiran

Tadiran is a global leader in air conditioning, with a wide range of advanced solutions for residential and light commercial applications.

Since its establishment in 1962, Tadiran has shown continuous growth and is considered today the leading air conditioning provider in Israel, with a 39% market share.

Tadiran presented strong financial results with a 46% increase in revenue in 2021 and a 40% growth in net profit.

**60** Years of Air Conditioning

**39%** Market Share

**1.4 Billion NIS** 2021 Revenue

### The Challenge

Tadiran's continuous growth led to a massive increase in the volume of customers, especially during the Covid-19 pandemic. More customers started reaching Tadiran through multiple digital channels, causing extensive overloads on its contact centers.

Tadiran adjusted by using multiple digital platforms, but this complex process made its work timely and inefficient. Tadiran needed a technological solution to effectively manage the rising increase in digital customer interactions.

### Tadiran - CommBox | The Solution

Tadiran implemented the CommBox customer communication platform to manage all digital inquiries from one inbox while using chatbots and automation rules. CommBox easily integrated with Tadiran's operational system - SAP C4C, allowing its support agents to communicate with customers directly from their CRM.

Tadiran also expanded its customer service channels and used CommBox to connect to WhatsApp Business API. CommBox built a multichannel chatbot to provide Tadiran's customers with a seamless experience across all channels, including WhatsApp, SMS, chat, etc.

### Tadiran's smart chatbot allows customers to:

- ✓ Get various services fast 24/7
- ✓ Schedule an air technician visit at the right time for them
- ✓ Receive updates regarding their requests
- ✓ Solve common issues in a conversation with a bot
- ✓ Update their address for repair
- ✓ Transfer the conversation from a bot to an agent and vice versa

### Tadiran | The Outcome

Tadiran acknowledged their growing need for digital customer communication. By implementing CommBox, Tadiran went through an extensive digital transformation which led to numerous achievements:

- ✓ Automation of customer service and support.
- ✓ Independent scheduling of service requests, including date changes and A/C installations
- ✓ Automated access to Technical Information and Product warranty
- ✓ Integration: SAP CRM, Scheduling APIs, customer APIs
- ✓ Improved waiting times
- ✓ Greater work efficiency
- ✓ Higher satisfaction rates
- ✓ Reduced cost

Today, Tadiran provides excellent service on WhatsApp, chat, SMS, and other digital channels, especially while keeping its unique brand tone and voice.