

MSI Reproductive Choices

Enhancing global contact center efficiency using WhatsApp for Business

Customer Summary

Region

Global

Sector

Public Health / Social Sector

Product & solution

Webex Engage, WhatsApp Business



Providing the right information using the right channel

Rooted in the belief that women should be in control of their health and futures, MSI Reproductive Choices has provided contraception and safe abortion services for over 45 years. They help individuals from all walks of life – from major cities to remote villages across Africa and Asia.

With **33 contact centers** that serve as primary touchpoints for client interactions, it was crucial for MSI to answer as many client inquiries as possible. The existing voice-based approach restricted their ability to provide the right information to those who needed it, manage the volume of inbound calls efficiently, and be cost-effective.

“Being able to provide reliable and accurate healthcare information to our clients is paramount. Many of our clients today have access to and contact us through mobile devices. However, our reliance on voice traffic as a primary means of communication limited our ability to handle increasing numbers of inquiries.

As a result, we could only answer just over half of the calls we received. With limited resources and agents available, we needed to find ways that would help us address these challenges within the confines of our resources and staff,” shares Ephraim Muvirimi, Global Contact Center Lead at MSI Reproductive Choices.



About MSI

MSI Reproductive Choices is a global not-for-profit organization with over 9,000 team members who provide contraception, safe abortion, and other high-quality reproductive healthcare services for women across 37 countries.



Challenges

MSI's contact centers were primarily voice-based. Limited funding also meant smaller teams. Greater access to mobile devices led to increased call volumes and a high proportion of unanswered calls given staff shortages.



Objectives

MSI needed to maximize the number of client interactions handled, whilst leveraging existing infrastructure. The goal was to achieve this without increasing operational costs and to enable clients to interact with MSI on their preferred channel of communication.



Business challenge

A flexible, ever-evolving contact center platform

Customizing contact center operations is easier said than done. For an organization operating in multiple countries, MSI's challenges were diverse. While the goal was to maximize the number of people they could reach in a cost-efficient way, they also had to ensure that the contact center could operate remotely owing to the COVID-19 pandemic.

"Given restrictions, during the pandemic our agents weren't able to answer calls from our contact centers. We tried initially to transfer all incoming calls to our agents working remotely but this was a very inefficient process. The varying telephony standards in the countries we operate in further complicated the situation. We needed our agents to continue handling client interactions without putting them at risk," Ephraim explained.

MSI needed a platform that could integrate with their existing database management software. Webex Engage's capability to seamlessly work with existing systems, offer two-way messaging for client interactions at scale, and evolve with MSI's presence across the world were the key reasons that made it the perfect option.

The platform enabled agents to work remotely without compromising on productivity or contact center performance. It also supported clients unable to make personal phone calls in private during lockdown.

"The nature of our client interactions ranges from simple inquiries about the location and opening times of our clinics to more complicated inquiries regarding post-procedure care. Handling such a broad range of topics effectively and efficiently requires a suite of tools, keeping in mind the scale and complexity of our client interactions.

We were therefore keen to explore messaging to bring efficiency to our contact centers and knew that the platform we settled on would need to be flexible to cater to the unique challenges and opportunities we face in each of the countries we operate in," shared Ephraim.

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Solution

A digital solution for an increasingly digital world

With Webex Engage, MSI could add WhatsApp Business and Messenger as the go-to channels for communication across all its touchpoints allowing clients to reach out much faster.

“MSI maintains several systems to align with its client engagement objectives. These include bespoke Electronic Health Care Record systems and Microsoft Dynamics 365, a database that holds client interactions and performs additional tasks like managing adverse events, sending appointment reminders, and handling FAQs. We were looking for a platform that could communicate seamlessly with our existing systems housing client information. Webex Engage did just that and more.

Its integration capabilities and the ability to cater to our bespoke requirements helped us kickoff the pilot phase quickly.” Ephraim explained. “Webex’s relationship with Meta enabled us to get onboard with WhatsApp Business accounts, meaning that we could focus on scaling up operations across our contact centers.

As a multinational organization, we were looking for a partner whose ways of working would match with our specific requirements, so it was great that the team demonstrated admirable flexibility in adapting their billing protocols to match our specific needs,” he shares.

The platform also provided out-of-the-box functionalities allowing agents to interact with clients in their local language across countries. Along with altering character limits based on the language clients were interacted in, MSI could also standardize WhatsApp messages based on local culture and legal restrictions in each country.

Currently, MSI handles nearly 2.6 million messages annually on WhatsApp and Messenger and has scaled from 2 to 20 contact centers offering these channels, in just over two years. They expect volumes to grow as more and more clients transition to these digital channels.

Business impact

Enhancing contact center efficiency

The benefits of the platform were evident right from the start. Webex Engage with WhatsApp enabled MSI to deliver interactive and engaging customer experiences.

Most clients with mobile devices quickly became comfortable with using WhatsApp as their main channel of communication.

Clients could also rest easy knowing their conversations were private and secure. Furthermore, MSI was able to share more relevant content around contraception methods, explainer videos about family planning methods, and the pros and cons of each procedure over the channel, leading to richer, and more engaging interactions with their clients.

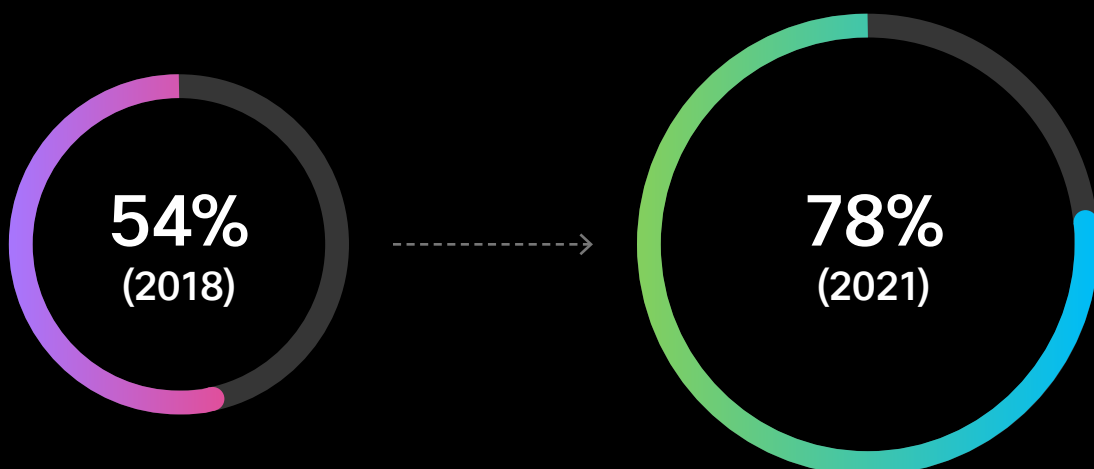
“Adding Webex’s CPaaS solutions to our suite of tools enabled us to deflect considerable volumes of traffic to messaging platforms like WhatsApp and Messenger. Our inbound call answer rate improved from 54% in 2018 to 78% in 2021.

The platform’s reporting and tagging functionalities helped us gain actionable insights on client communication preferences and the most common topics of discussion; information we have used to inform the redesign of our websites, the creation of blog content and wider awareness activities,” explained Ephraim.

The standard responses available on WhatsApp, and the ability to pin important messages like locations or contact information quickly helped agents handle multiple inquiries much faster.

“The platform enabled our agents to switch between channels seamlessly when required, leading to more client calls being answered and their inquiries resolved. With essentially the same number of staff, we were able to handle more incoming inquiries easily,” shared Ephraim.

Inbound call answer rate



Roadmap

The journey to making every interaction count

MSI has a bold vision to ensure that by 2030, no abortion is unsafe, and everyone has access to contraception. They also recognize the need to innovate around access to care and client experience to meet the changing requirements of the clients they serve, and the critical role that digital technology must play in attaining that vision.

In the near future, MSI is looking to introduce automation into its client journeys to leverage even more efficiencies in how common tasks are carried out. Clients who have undergone procedures for example could be sent automated reminders about their implants or upcoming follow-up appointments over WhatsApp.

“We can see the tremendous value that virtual assistants can bring to our contact centers considering the scale of customer interactions we are witnessing. The volumes in Kenya alone are staggering.

We are nearing 20,000 messages and 5,000 calls every month. We believe virtual assistants can help us handle that growing messaging traffic more efficiently through automation, thereby freeing up our staff for more complex enquiries.

Routine inquiries about clinic locations or the services that we offer can be addressed by a chatbot and seamlessly transferred to our agents if our clients need further assistance. Appointment reminders or medication refills can be managed without manual intervention. We have seen our clients respond positively to our digital transformation and Webex Engage has been at the heart of enabling it. We have seen a consistent 10% growth in interactions year on year and expect this trend to continue. We are excited to see how our collaboration can help transform and strengthen our client experiences further.”

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