

SMARTY

End-to-end customer journey management with Webex Connect

Customer Summary

Customer name

SMARTY

Industry

Telecommunications

Category

UK



A growing customer base but complex internal processes

SMARTY is a rapidly growing UK SIM only network operated by Three who were looking to improve the way they interact with their customer base.

SMARTY is one of the newer mobile operator brands in the UK and was launched to provide an alternative option for consumers – low costs, straightforward plans, transparent pricing and flexible deals. They even give consumers money back for data they don't use. This is all part of their mission to make mobile simple and honest.

However, their existing communications technology processes were anything but simple and SMARTY needed to find a better way to manage their interactions with customers. SMARTY had different SMS and email providers which made alignment between channels and data analysis difficult and labour intensive.

SMARTY needed an integrated, multi-channel communications tool that enabled their existing internal systems to communicate with one another and utilize data to create more personalized interactions with customers. This would also help to increase automation and reduce manual processes. Additionally, they wanted to have a single view of the communications their customers were receiving, their different preferences and how they were responding to specific campaigns.

The solution for these challenges at SMARTY was to invest in Communications Platform as a Service technology, and that's where Webex Connect came in.



Challenges

- Lots of manual processes preventing growth
- Disparate systems and siloed data
- Lack of central system of record



Objectives

- To have an integrated multi-channel platform
- To have all customer communications centralized
- To improve overall customer experience



Why us?

- End-to-end customer journey management
- Expertise in the UK telecommunications space
- Interoperability with other systems



Solution

Orchestrating end-to-end personalized communications for a growing customer base

SMARTY deployed Webex Connect to drive seamless customer engagement across its customer onboarding programme as well as throughout its in-life and retention campaigns which required greater need for effective, cross-channel, personalized communications.

Webex Connect sits at the heart of SMARTY's customer communications, integrating with its existing systems, including its CRM platform, and allows SMARTY to automate communications at key moments in the customer journey such as to 'refer a friend' or 'leave a review'. This integration also provides a complete view of the customer and helps SMARTY's teams to craft appropriate communications specific to their journeys.

The centralized communications platform has also enabled SMARTY to adopt a multichannel approach – using email, SMS and RCS (Rich Communications Service) Business Messaging to create more interactive customer journeys. SMARTY use Webex Connect across different teams – marketing, digital and CX departments – which demonstrates how the platform's low-code tools can be used by regular business users, rather than just developers/IT teams.

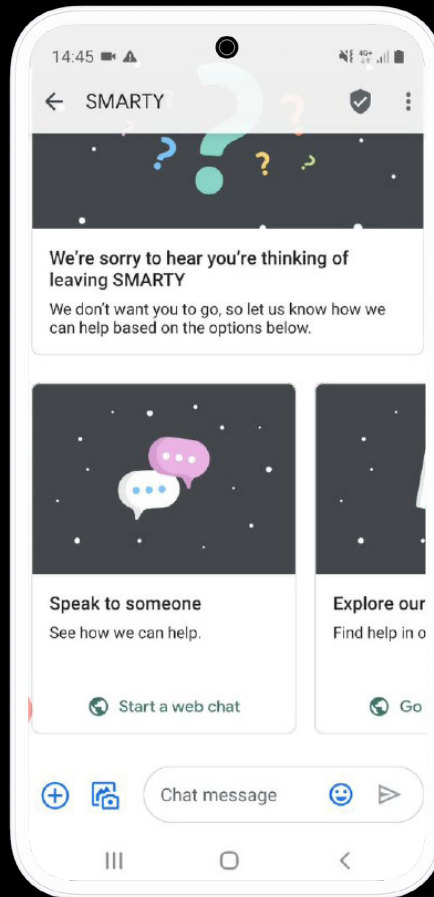
The Webex Connect platform currently powers a number of powerful customer use cases. For example, it syncs with SMARTY's Trust Pilot reviews programme, using RCS to make it even easier and more convenient for customers to leave reviews. It also automates retention campaigns via RCS with Webex Connect automatically triggering a winback journey for customers that request a PAC code and are looking to leave. This campaign is also sent via SMS for any non-RCS eligible customers. This is an example of how the platform enables two-way communications, pulling data from SMARTY's CRM system and then sending data back into it so there is a central record of each customer.

With automation, personalization, and the ability to innovate with agility at its core, Webex Connect enables seamless 'two-way' communications for SMARTY's customers, giving them the ability to respond directly in the same channel where they have received the messages from SMARTY's team. This joined up communication across all channels has made it extremely easy and efficient for SMARTY to continually communicate with its customers at a place and time that suits them best.

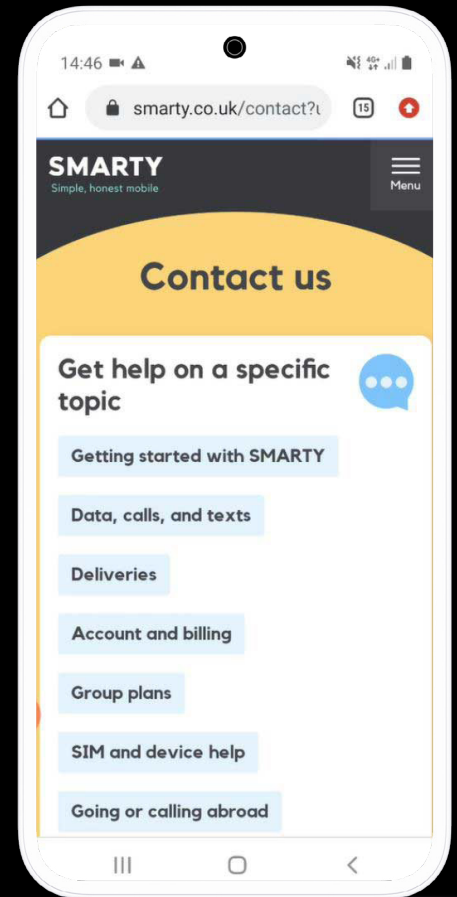
Reducing customer churn via RCS Business Messaging



Webex Connect triggers an RCS message to be sent to a customer who has asked for a PAC code.



The interactive RCS carousel feature provides the customer with a number of different options of what to do next.



The customer chooses to go to the SMARTY help articles and is transferred there via Webex Connect.

Results

End-to-end journey orchestration allows for more interactive conversations that better relate to each individual customer and their needs at that time.

Replacing the manual processes of previous solutions with Webex Connect has provided SMARTY with better automation through one centralized platform to manage all of its customer interactions. Its teams now have real-time insight into the communications that their customers are receiving and how they are interacting and responding to these, which in turn offers the ability to add further levels of automation and intelligence throughout the customer journey.

“As we continue to grow our customer base, it was becoming apparent that we needed to change the way in which we interact with customers.

SMARTY is in an extremely competitive industry, and we are an ambitious company – we were looking for a highly personalized, automated customer experience solution that would keep pace with the speed at which we are moving. Webex Connect has helped overhaul our entire approach to customer communications with its multi-channel capabilities providing a frictionless customer experience.” – Head of Marketing & Propositions at SMARTY.

Certain campaigns powered by Webex Connect have also yielded impressive results. Using RCS has made it even easier for customers to leave Trustpilot reviews, with SMARTY now reaching a 70% 5-star rating.

The RCS channel has also generated over a 100% increase in customer engagement vs email and SMARTY has unsurprisingly seen up to a 500% uplift in campaign engagement compared to the traditional single channel approach.

The company is also planning to implement other use cases using Webex Connect and explore the use of more digital channels available in the platform.

500%

Uplift in campaign engagement compared to traditional single channel approach

100%

Increase in engagement using RCS rather than email

70%

SMARTY's Trustpilot reviews now have a 5-star rating

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