

Safeguarding Passenger Privacy and Building Trust with Number Masking

To protect passenger privacy, Uber deployed oneCXi's number masking solution, allowing users and drivers to communicate without revealing their phone numbers. This feature facilitated secure calls between users and drivers, ensuring no loss of passenger privacy. By keeping personal numbers confidential, Uber maintained a high level of trust and security across more than a million user-driver conversations daily. This solution also helped prevent off-platform transactions, enabling Uber to better monetize its services.

Streamlining Driver Training with Automated Outbound IVR

Uber utilized oneCXi's smart IVR solution to automate outbound calls, keeping drivers updated on new feature releases and ensuring they remained informed while on the go.

Drivers could listen to IVR training sessions between rides to learn about these new features. Additionally, the IVR system allowed drivers to provide feedback on their understanding of the training, ensuring they were well-prepared and knowledgeable about the latest updates.

Leveraging Conversation Insights for Performance Improvement

oneCXi's call recording feature provided Uber with a robust tool for auditing conversations in case of emergencies or escalations. All interactions between drivers and passengers were recorded, and detailed reports were automatically shared via API with Uber's CRM. This capability allowed Uber to perform in-depth tracking and analysis of every conversation, offering a live dashboard with real-time connectivity details, ensured transparency, enabled accurate dispute resolution, and upheld accountability in driver-passenger interactions.

Benefits & Overall Impact

Uber achieved seamless communication between riders and drivers while upholding high privacy standards. Managing over 1 million calls effectively, they boosted operational efficiency, enhanced driver training, and built passenger trust, driving significant business growth and increasing service quality.

About oneCXi

oneCXi is an industry-leading unified customer experience intelligence (CXi) platform that helps enterprises engage, convert, and retain customers, at scale. The AI-engineered platform empowers businesses to orchestrate journeys across a multitude of touchpoints, power billions of personalized conversations, and gain a 360° view of customers across the lifecycle. 3,500+ global brands trust oneCXi to capture the pulse of customers, drive cohesive experiences, and increase lifetime value.

www.onecxi.com



sales@onecxi.com

