

## Tadiran's customer service and operation are becoming autonomous using Commbox's smart automation and integration features

### Intro

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 shows continuous growth in market share, achieving approximately 40% of total market share in 2019.

Tadiran is considered the leading air conditioning company in Israel with a penetration rate of approximately 95%

Tadiran presented strong financial results with a 19% increase in revenues for the past 5 years, with strong net profit and cash flow. Average six-year dividend yield of 4%.



TADIRAN

**60**

Years of Air Conditioning

**95%**

Market Penetration

**1 Billion NIS**

2020 Revenue

### The Challenge

Tadiran's continuous growth in recent years led to a massive increase in the company's number of customers. This increase was dramatically seen during the Covid-19 outbreak, when entire countries went into lockdowns.

Civilians were forced to stay at home 24/7, a reality requiring an effective air conditioning solution, especially in the Middle East hot weather.

Due to lockdowns, more customers started reaching Tadiran through digital channels in order to receive service and information, causing more load on the customer service and support teams.

With no efficient way to manage recent year's rising increase in customer requests through digital channels, Tadiran understood the company's need for a technological solution that would manage effectively all the customer communication, so the company could keep its growth.

Before implementing CommBox, Tadiran couldn't handle all the requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, Tadiran couldn't respond to their requests on time and provide effective care. A change was soon needed.

## Tadiran - Commbbox | The Solution

Moving to an omnichannel platform was the obvious solution for Tadiran, and their choice of Commbbox was certainly the right one for their company's needs.

Tadiran implemented the Commbbox customer communication system and made a revolution in their customer service and customer experience. The Commbbox system combined easily into The Tadiran's operational systems thanks to Commbbox's smart integration capabilities.

Tadiran implemented multiple automation features, pushing itself to be more autonomous through Commbbox.

## Achievements

Commbbox easily integrated with all Tadiran's operational systems including sales and customer support teams and led to a number of major achievements for the company:

- Manage customer communication for all the company's areas of operation in one smart platform.
- Commbbox enabled Tadiran with advanced automation capabilities:
  - 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.

## About Commbbox

Commbbox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commbbox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commbbox paves the way for autonomous business communication, without losing the quintessential human touch.

Commbbox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.

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