



TIDWIT

silBe

## SilBe: Omnichannel Customer Support Across LATAM

Centralizing Customer Engagement and Automating  
Common Customer Interactions with TIDWIT

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**CONTACT US**

Call or email us to find out how TIDWIT will help your organization better meet its digital ecosystem needs:

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# SUMMARY



## CHALLENGE

SilBe faced fragmented customer engagement across WhatsApp, Instagram, Facebook, Gmail, web chat, and its mobile app, resulting in lost inquiries, inconsistent responses, and limited visibility into engagement metrics. Peak weekend activity required continuous availability and fast, reliable response handling.



## SOLUTION

TIDWIT's Omnichannel solution centralized all communications into a single dashboard, giving agents full visibility across channels and enabling AI-powered automation of frequent and repetitive customer requests such as scheduling and subscription management. Agents can now respond using text, emoticons, voice, images, and files for richer interactions.



## RESULTS

SilBe now handles 200–600 weekly requests, with 78% of messages automatically resolved by AI, achieving median first-time response under 1 minute and full resolution under 1 hour, significantly improving operational efficiency, customer experience, and staff productivity across all channels.





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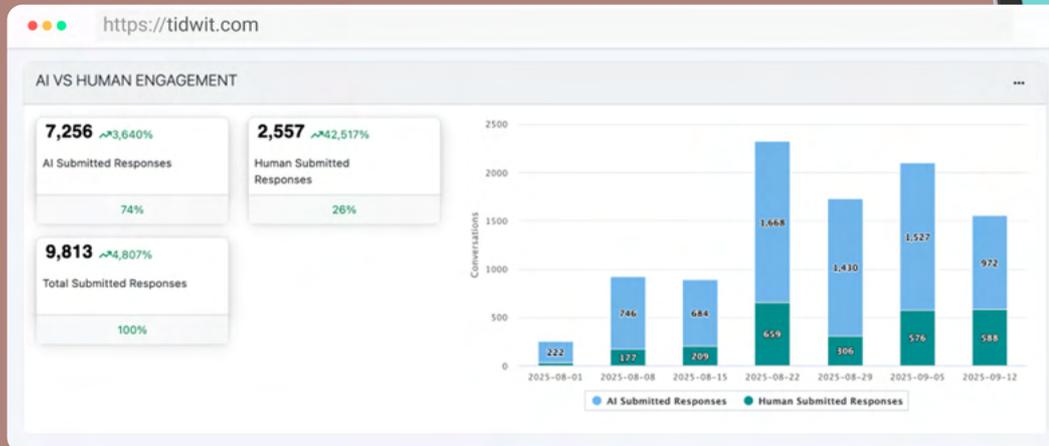
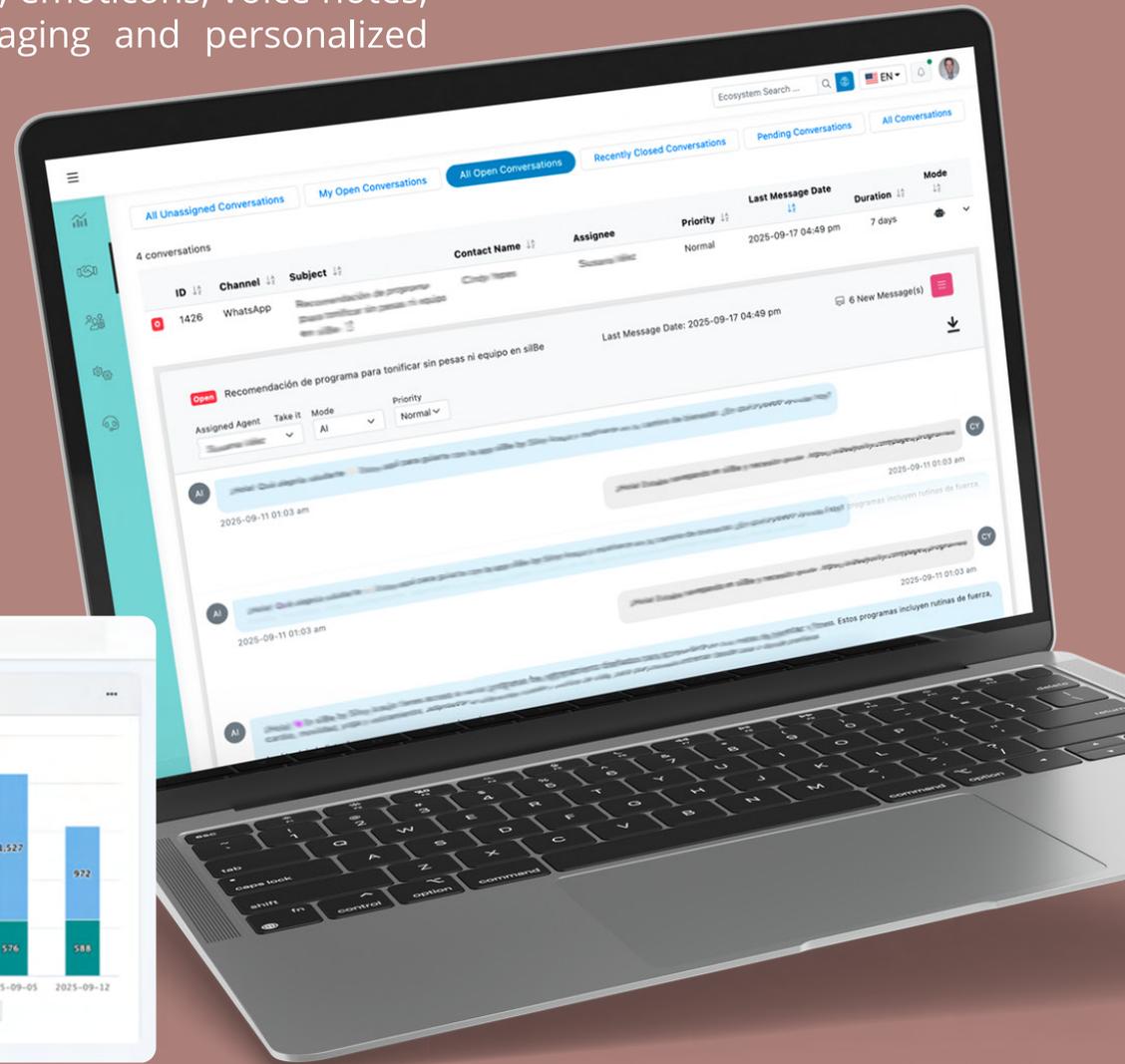
## CHALLENGE

SilBe, a digital-first health and wellness company with a fitness application serving 30,000 customers across LATAM, experienced fragmented customer interactions across multiple channels, including WhatsApp, Instagram, Facebook, Gmail, web chat, and its mobile app. Staff and coaches had no unified view of customer interactions, leading to inconsistent responses, lost inquiries, and delayed resolution. Peak periods, particularly weekends, required continuous availability, as service interruptions directly affected bookings and user satisfaction. SilBe needed a solution to centralize communication, simplify the handling of recurring customer requests across channels, and provide measurable insights into engagement performance.

# SOLUTION

In August 2025, SilBe launched TIDWIT's Omnichannel Customer Support, integrating all communication channels into a single dashboard. This gave staff a complete 360° view of each customer interaction, while AI agents handled frequent or repetitive inquiries – such as scheduling, subscription management, and standard training questions – automatically. Human staff were involved only in complex or escalated cases. Agents can now reply using richer communication options, including text, emoticons, voice notes, images, and file uploads, creating a more engaging and personalized support experience.

The system provides tracking and reporting of message volumes, response times, and resolution metrics, enabling operational transparency and continuous optimization. TIDWIT continues to work closely with SilBe to iterate and enhance the solution, adding new features and optimizing the user experience through ongoing UI and functionality improvements – reflecting TIDWIT's responsive and agile approach.



## RESULTS

Since launch, SilBe has handled 200–600 customer requests per week, approaching 20,000 messages processed across web, Gmail, WhatsApp, Facebook, Instagram, and the mobile app. 78% of these messages are now automatically resolved by TIDWIT AI, far exceeding initial expectations and surprising the SilBe team with the high level of automation. Median first-time response time is under 1 minute, and median full resolution time is under 1 hour. This has significantly improved user experience and operational efficiency, ensuring rapid, consistent support even during high-demand periods like weekends

The background features a dark red gradient with a white line graph and a bar chart. The line graph has four data points, and the bar chart has ten bars of varying heights. The SilBe logo is positioned on the right side of the image.

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# HIGHLIGHTS

Omnichannel integration across Facebook, Gmail, Instagram, WhatsApp, web, and mobile app

Median first-time response < 1 minute, median full resolution < 1 hour

200–600 customer requests per week handled seamlessly across all channels

Improved user experience and customer support efficiency, including weekends

78% of inquiries AI-automated responses, exceeding expectations

Ongoing collaboration with SilBe driving continuous UI enhancements and process optimization

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## SUMMARY

TIDWIT's Omnichannel Customer Support has enabled SilBe to centralize customer interactions, simplify the handling of recurring inquiries, automate the majority of routine inquiries, and improve response times and service quality. The system supports operational transparency, measurable performance, and continuous enhancements, resulting in faster, more consistent customer support across all channels.



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