

CASE STUDY



INDUSTRY

Healthcare Manufacturing

Japanese multinational conglomerate headquartered in Tokyo, Japan, operating in the realms of photography, optics, office and medical electronics, biotechnology, and chemicals

Value Creation Modules

Customer Lifecycle Management

Managing all purchased Fujifilm products under one customer application

Omnichannel Complaint Management

Managing End Customer Complaints being captured via the app and their timely resolution

New Product Announcements

Interface for user to see all newly launched products and express their interests

Field Service Management

Managing field service technicians along with their day-to-day activities. Live location tracking and product resolution

Intelligent Reporting

and MIS for all the business stakeholders and management team

Personas



- Sales Team
- Operations Team
- Service Team
- Marketing Team
- Management Team
- Users – More than 10,000

Products & Technologies Used



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CHALLENGES

- Lack of visibility into customer complaints
- Manual works and tracking increasing the non-productive efforts.
- Customer dissatisfaction due to non-timely problem resolution
- Lack of tracking for the contractual service staff.
- Manual reporting inducing lots of errors.
- Delayed reporting for the management
- Disintegrated systems leading to operational glitches.
- Need to Switch back forth between multiple application in Order to complete whole day activity.

- Unified view of customer and partner.
- Omnichannel customer service with defined SLA and TAT
- Handheld application for the service agents.
- Real time reports and dashboards for the service agents.

- Complaints 360-degree view of efficient tracking
- Notifications and reminders for the field staff to reduce misses.
- Integrations with SAP system to eliminate manual interventions.



SOLUTION



BENEFITS

- Increased customer satisfaction
- Reduced lead time for complain resolution.
- Efficient tracking of field force.
- Enhanced reporting
- Better productivity and process optimization.
- Enhanced operational efficient with better control
- Increased satisfaction of the workforce.
- Better control over inventory and spares.