

CASE STUDY



INDUSTRY

Hi-Tech

A cloud communications company that connects businesses and customers through tools that enable personal engagement.

Value Creation Modules

Customer Onboarding System

Unified view for domestic and international teams for new customer onboarding.

Complaint Management

Managing internal & customer complaints with specified SLAs.

Critical Incident Management

Categorization of majorly incoming issues and its resolution.

Product and Price Management

Capturing various National and International products with its specific information in the system.

Integrations

JIRA Integration for technical tickets, WhatsApp Bots & CTI for tickets generation.

Unique Application ID

Generation and capturing into system with tagging on Cases and Incidents.

Service Ops

Cases Management via Omnichannel executive availability and routing allocation.

Intelligent Reporting

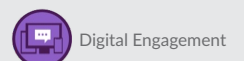
and MIS for ticket monitoring.

Personas



- Sales Team
- Customer Onboarding Team
- Customer Service Team
- Business Heads
- Management

Products & Technologies Used



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CHALLENGES

- Data Management and Data Restructuring for Reporting Purpose.
- Process unification across departments within the organization.
- SLA monitoring for all executives on their tickets.
- Ticket categorization based on defined parameters.
- Monitoring the efficiency of the service executives.
- Very High turn around time on tickets
- acknowledgement and resolution.
- Tickets allocation to the users based on their availability and work load.
- Customer 360 View to the stakeholders at a same window.
- Managing Customer Feedback for the responses on surveys was not possible.
- Dis-Integrated system including CTI, JIRA, & WhatsApp on the same window.
- Customer onboarding process was completely unorganised and involved manual data entry.

- Sanity of incoming data by Salesforce automation and manual fix of legacy data.
- Redesign of reporting structure following DAR approach
- Business process and architecture redesigned with business workshop sessions
- Unified view of customers across sales and service by creating a customer 360-degree view
- Self- service portal for customer including Knowledge articles and FAQ to ensure faster resolution.
- Customer Feedback Analytics to provide a broader view of feedbacks on each ticket resolution.
- SLA Milestones and Escalations to monitor the timely resolution of cases.
- Real time integrations with multiple integrations points to ensure seamless data visibility and transition.
- Customer onboarding streamlining through digital data entry and mapping for NAM team to work on the onboarding customers.
- Dashboards and reports for Organisation wise ticket resolution and tracking.



SOLUTION



BENEFITS

- Reduced timelines for resolving tickets, better analysis and improved planning sessions via Salesforce reports.
- Efficient customer onboarding process reducing the lead time by 60 percent.
- Reduction in Average handling time and increased customer satisfaction.
- Better control over business by virtue of holistic real time reports and dashboards for business owners.
- Customer CSAT Analysis and feedback improvements.
- Increased efficiency in collaboration with technical team via JIRA tickets.
- Unified Tickets visibility to the respective users.
- Improved Incident handling for major outbreak issues reducing churn risk.