

CASE STUDY

INDUSTRY

Retail

An Indian food service company based in Noida, which holds the master franchise for famous Pizza chain in India, Nepal, Sri Lanka and Bangladesh, for multinational chain of fried chicken restaurants in India, Bangladesh, Nepal and Bhutan, and also for multinational coffee and donut company in India.

Value Creation Modules

Omnichannel customer service

Automated customer ticket management for all the brands with defined SLA and TAT.

Holistic HR Helpdesk

Portal for employees to raise tickets along with end-to-end resolution. Powered by AI driven BOT and self-service portal.

Point to Point Real Time Integrations

Integrations with 28 system using REST APIs. Creation of a middleware for SSO.

IT Ticket Management System

SLA driven IT ticket management system with defined resolution process

Intelligent Reporting

Real time reports and dashboards for the business owners and operations team to keep a check on business health

Custom Applications

Custom frameworks for creating intuitive UI and capturing data from customers related to orders, payment etc.

Personas



- Service Team – India
- Service Team – Sri Lanka
- Service Team – Bangladesh
- HR Team
- Operations Team
- Management Team
- IT and COE

Products & Technologies Used



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CHALLENGES

- No view of customer unified data across different business vertical.
- Duplicity of customer accounts and contacts causing manual errors
- Managing tickets from multiple sources was a challenge
- Unorganized and generic marketing campaigns leading to very less churn rate.
- High response and resolution time
- Dis integrated systems leading to operational inefficiencies
- Separate system for HR, IT and customer causing lots of operational issues.
- Lots of open tickets hampering customer delight

- Unified org wide ticket management system for customer as well as employees
- Unification of system across brands and countries
- Simplification of tech stack and integration protocols
- Automation of resolution process
- Real time reports and dashboard

- Self service portal for employees
- Knowledge articles for end users enabling self service
- Easy and clean UI for better adoption
- SSO with OTP based login
- AI powered BOT
- Self service portals



SOLUTION



BENEFITS

- Reduced AHT – Average handling time
- Increased FCRR – First call resolution rate
- Optimization in service costs
- Optimization in IT costs
- Increased customer and employee satisfactions
- Reduced TAT for the closure
- Easy and intuitive system
- Integrated system providing better control over the data points.
- Real time reporting causing better control and visibility
- Enhanced marketing communication with customer
- Omnichannel touchpoints causing enhanced outreach to the customer