Client Background

- Clients is one of the largest Agri Input manufacturer and supplier in North and Central India and is a part of the biggest business house in India.
- They handle huge about of complaint and queries related to product sales, returns etc.

Challenges faced

- Managing all the cases in excel and follow up for resolutions and closure was extremely cumbersome
- A total of 3 call centers were performing and work was being performed using Google spreadsheets
- Approximately 6 department and 20+ regional offices were engaged in resolving all cases
- Customer satisfaction was downgrading because of a broken system in place

Solutions Provided

- CRM Solutions with call center integration, channel partner web interface was developed
- CRM has the facility of capturing missed calls, call verbatim and case logging facilities. CRM has case allocation based on business ruled defined to ensure the right case of delivered to the right person for quick resolutions.
- CRM was deployed on cloud for seam less access by call center, field staff, back office support team and approvers.

Executions

- Customer IVR and call center was integrated to CRM.
- All team members were educated and explained about the process
- Manual sharing of excel sheets were forbidden post implementation of the system

Impact

- Monthly an average of 6000+ calls and 2000+ complaints are handled through the call center and the entire team for resolution.
- The call center now works in 6 languages to cater to all the major states requirement
- Every case of tracked to closure followed by feedback in the CRM
- Saves 80% of the time of back office in follow-up and update.
- The satisfaction level have gone up for consumers
- Because of a sustainable and timely response, number of cases are now increasing, which is translating into better business.

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