

Overview

The Client is a global leader in technology and electronics industry, offering products like smartphones, home appliances, and semiconductors. With a presence in over 80 countries and 3000+ outlets, it drives innovation and industry standards worldwide. To uphold their high customer experience standards, they partnered with us to streamline operations, improve response times, and enhance service performance.



Objective

Optimize customer support by managing high call volumes even during peak periods

Business Challenges

As the Client scaled to meet increasing global demand, the complexity of managing high volumes of customer interactions became more visible. Erratic call volume, coupled with resource constraints during peak periods, created operational inefficiencies that impacted their overall service delivery. Their primary challenges were:

- **Fluctuating call volumes:** Struggling to maintain service quality during high-demand periods
- **Delayed Service Response:** Slower response times leading to negative impacts on customer service KPIs
- **Disconnected calls:** Loss of connection resulting in frustration, repeat calls, and a decline in customer satisfaction

The Solution

We implemented advanced tools and real-time coaching for our client to enhance first-call resolution and efficiently manage peak demand. Using predictive analytics, we provided real-time insights to proactively allocate resources during seasonal spikes. Additionally, callback protocols and streamlined follow-ups were introduced to address dropped calls, while skilled talent was recruited to support premium products and maintain high service quality.

Value Delivered

Our solutions provided visible improvements in customer satisfaction and operational efficiency. Optimizing call management, leveraging predictive analytics, and streamlining support processes, our approach enhanced their service quality and performance, particularly during peak periods.

75+ CSAT Score achieved, establishing a new benchmark



Real-time Coaching boosted First-call Resolution.



Robust framework drove high-quality service delivery

Business Benefits



Enhanced First-Call Resolution



Operational Efficiency



Peak Season Preparedness



Enhanced CX