

Overview

The client, a trusted large-format specialist retail store, offers a seamless Omni channel shopping experience for digital gadgets and home electronics. With 508 stores and a vast catalog of 23,000+ products from 532 brands, they ensure unparalleled customer service and lifetime assurance on purchases. They wanted to optimize performance management by reducing the rate of repeat calls and providing advanced tools for tracking daily productivity.



Objective

Optimize performance management systems and operational processes to enhance efficiency, reduce repeat interactions, and deliver superior customer satisfaction.

Business Challenges

As the client expanded its operations across a diverse product range and extensive geographic footprint, they encountered several critical challenges.

- **Manual Inefficiencies:** Errors and delays due to reliance on manual KPI tracking.
- **Limited Insights:** Lack of actionable data to identify improvement opportunities.
- **Low Advisor Productivity:** Insufficient tools for first-contact resolution

The Solution


Leveraging our expertise in optimizing performance management and operational excellence, we deployed an integrated approach that streamlined operations through advanced technologies. By automating real-time KPI tracking and advisor performance management, we enhanced efficiency and improved first-contact resolution rates. Our CRM and RPA enhancements enabled quicker log generation, while IVR WhatsApp deflection simplified query handling. Additionally, a hybrid model optimized seasonal capacity, and skill-based routing ensured effective service request management, fostering continuous improvement and recognizing top performers.

Value Delivered

By Implementing automation strategies including auto-assignment and skill-based routing, we transformed back-office operations, significantly improving efficiency and ensuring timely task completion. This led to an enhanced customer experience and reduced operational challenges. Furthermore, we established a Joint Governance Structure for L1 and L2 processes, further streamlining operations and fostering collaboration across teams.

30% Improvement in query resolution, within four months.

10% Reduction in repeat call rates

 4 New LOBs expanded, including warranty and setup processes

Business Benefits



Enhanced advisor performance



Optimized customer interaction processes



Improved scalability and operational resilience



Significant cost savings