

Case Study
UniServe™ | BPM

Automated response management and efficient customer service with UniServe™

Leading global telecommunications company with operations in 20 countries across Asia and Africa implemented automated response management system. The company ranks amongst the top 4 mobile service providers globally in terms of subscribers.



Challenges from Customer Service

Customer support representatives (CSR) and Unit Managers managing non-voice communication channels like e-mails, Fax, SMS, etc. are challenged due to the number of requests flowing in. Various types of customer complaints, queries and requests from customers relating to complex VAS services to simple billing and account information were registered. To respond to these various types of queries and requests, originating from different channels, the need for an automated response management suite which could process and parse all the non-voice communications was at hand.

- The service provider had to deploy a large workforce in order to parse unstructured data from SMS, e-mail, white mail and fax
- The Customer Support department was grouped on the basis of circles, states, cities, regions and Lines of Businesses. Eventually this resulted in erroneous job routing, longer TATs, which became increasingly difficult to control
- Delayed responses compelled customers to send further communications. As a result, the burden on existing resources increases and results in further delays in responding to each customer
- Equal and efficient distribution of incoming communications from customers among all CSRs of a group was a tough ask. Because of unequal distribution of workloads, CSR teams could not prioritize and provide immediate response to customers
- Faster turnaround time for customer response was a major challenge as response to customers depends on the accessibility of customer account information
- There was no system for productivity tracking-to track the status of each job, list pending and completed jobs, and record the average time taken to resolve each issue to measure CSR productivity-to enhance the quality of enterprise output

Response management solution built using Business Process Management capabilities of UniServe™ platform replaced Oracle CRM's customized email center because of enhanced feature sets, user-friendly interfaces and ability to handle multiple non-voice channels.

Response management with UniServe™

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- Customer sends compliant / request / query through any non-voice channel such as, email, SMS, Fax, white mail and self-care portal
- The solution's parsing engine picks up the compliant / request / query to check for the existence of unique customer identifiers such as mobile number, account number, etc. from the email / SMS / white mail and selfcare portal's subject / body content
- Once the mobile number is identified, an acknowledgement is sent to the customer via SMS / email with a unique reference number. If mobile number / unique identifier could not be identified; the system sends an email / SMS notification
- Based on the mobile number the parsing engine connects and refers to the pre-defined business rules. The concerned issue is routed to a pre-allocated CSR group according to business rules
- After resolution, a record of the interaction is maintained in CRM for future references. These records are accessible to both non-voice and voice CSRs since the customer may re-contact through voice channels
- The solution's features filter duplicate entries of customer communications received. A report is generated on the duplicates
- Jobs are allocated on FIFO or priority, which is assigned by unit manager
- The solution tracks CSR performance and productivity and also generates reports and charts
- Real time up-sell and cross-sell campaigning to keep the customers engaged.

Benefits

Rapid customer response

Automation of the entire process drastically reduced time taken to respond to customer queries

Quality interactions

A comprehensive view of interaction history saves time both for the customer and CSR

Dynamic personalization

Response to customers is personalized on the basis of customer segment and demographic data

Higher ROI

Increased traffic to automated non-voice customer response process resulted in reduction of skilled manpower costs w.r.t voice-based responses

Improved system performance

Operational reports enabled managers optimize their operations and improve the overall performance



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