

AN OMNI-CHANNEL CRM CASE STUDY

WHEN **IDEA** NEEDED AN **IDEA**

AND HOW HGS INTERACTIVE
DELIVERED



 **HGS**[®] **interactive**
HINDUJA GLOBAL SOLUTIONS

THE CLIENT



Idea

GOING BEYOND MOBILITY

THE FASTEST GROWING INDIAN TELCO
FOR STRAIGHT 8 YEARS*



**PAN-INDIA PURE PLAY
WIRELESS OPERATOR**



**912.1 MN ACTIVE
INDIANS ON
MOBILE VOICE**



**REVENUE MARKET
SHARE 18.9%**



**FY17 CONSOLIDATED
GROSS REVENUE
₹355.8 BN**

THE SITUATION

A COMPETITIVE AND EVER-CHANGING
LANDSCAPE, DRIVEN FASTER WITH THE
'DIGITAL INDIA' MOVEMENT

Idea Cellular was looking to improve the efficiency of its consumer support operations with their consumers reaching out to them via different communication channels.

They wanted to streamline this process, manage all the incoming queries, collect the inbound data, analyse it and be able to use it to improve their service offerings and customer experience.

THE CHALLENGE

SEAMLESSLY INTEGRATE OMNI-CHANNEL SOCIAL CRM SOLUTIONS WITH A PERSONAL TOUCH THAT SPARKS GREAT ENGAGEMENT AND ENHANCES CUSTOMER EXPERIENCE

A unified solution to take care of a broad array of back-office social CRM functions with the objective of improving operational efficiency.

Offer truly personalized and emotional engagement that enables Customer context mapping, which is key to subsequent loyalty.

Inconsistent consumer experience standards across different communication channels without solutions to synchronize data.

An effective resource deployment strategy needed to manage large volumes and achieve faster TATs for consumer issue resolving.

**AN
INTERESTING
NOTE**

WHILE TELECOMS IN THE PAST HAVE PROVIDED OMNI-CHANNEL TOUCH POINTS FOR THEIR CONSUMERS, VERY FEW HAVE IMPLEMENTED TRULY CUSTOMIZED RESPONSES AND UNIFIED CUSTOMER VIEW, WHICH IS EXACTLY WHAT HGS INTERACTIVE SET OUT TO ACHIEVE.

SO, WHAT WAS OUR BIG IDEA?

PROJECT IDEA

**HGS
INTERACTIVE
COMBINED...**

**...THE SCIENCE
OF BPO**



**THE CREATIVITY OF
DIGITAL MARKETING**



... TO PROVIDE IDEA
CELLULAR A
PERSONALIZED
OMNI-CHANNEL
CRM SOLUTION
THAT IS
FUNDAMENTAL TO
ITS **CUSTOMER**
EXPERIENCE &
BRAND
ENGAGEMENT.



SO, HOW DID WE IMPLEMENT IT?

THE SOLUTION




OMNI-CHANNEL, UNIFIED EXPERIENCE

- **Manage customer engagement on multiple channels to drive great CX at every touchpoint**
 - **Unify incoming and outgoing communication to proactively deliver contextual interactions**
 - **Overcome fragmented customer journeys with a seamlessly integrated scalable CX platform that supports all channels and works with existing systems**
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MULTI-SKILLED COMMUNITY MANAGERS

- Built a digital-savvy team adept at client's business processes, brand personality and social netiquette.
 - Every manager trained to manage all incoming channel streams at an individual level.
 - Seamless, simple social interaction backed by empathy assures organic proactive communication, as opposed to canned responses.
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IDENTIFY CLIENT GROWTH OPPORTUNITIES

- Provide a customer 360° view across channels and touchpoints, including identifying journey-type, such as purchasing, onboarding or issue resolution.
 - Manage end-to-end journeys across channels to offer true omni-channel customer service.
 - Constant competition analysis, sentiment analysis and social listening for benchmarking purposes.
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THE RESULTS

10 Mins

FIRST RESPONSE TIME

FRT across social channels reduced to 10 minutes.

SERVICE LEVEL ACHIEVEMENT

High performance measured with 99.30%
Service Level Achievement

99.3%

38%

NET PROMOTER SCORE

NPS saw an improvement from -7 to +13 in just 3 months and continues to climb with the score currently standing at 38%.

VALIDATION

6 HRS



2.5 HRS

Customer
Resolution Time
saw a significant
improvement from
6 Hours to 2.5
Hours.

IMPORTANT FEATURES CAPTURED

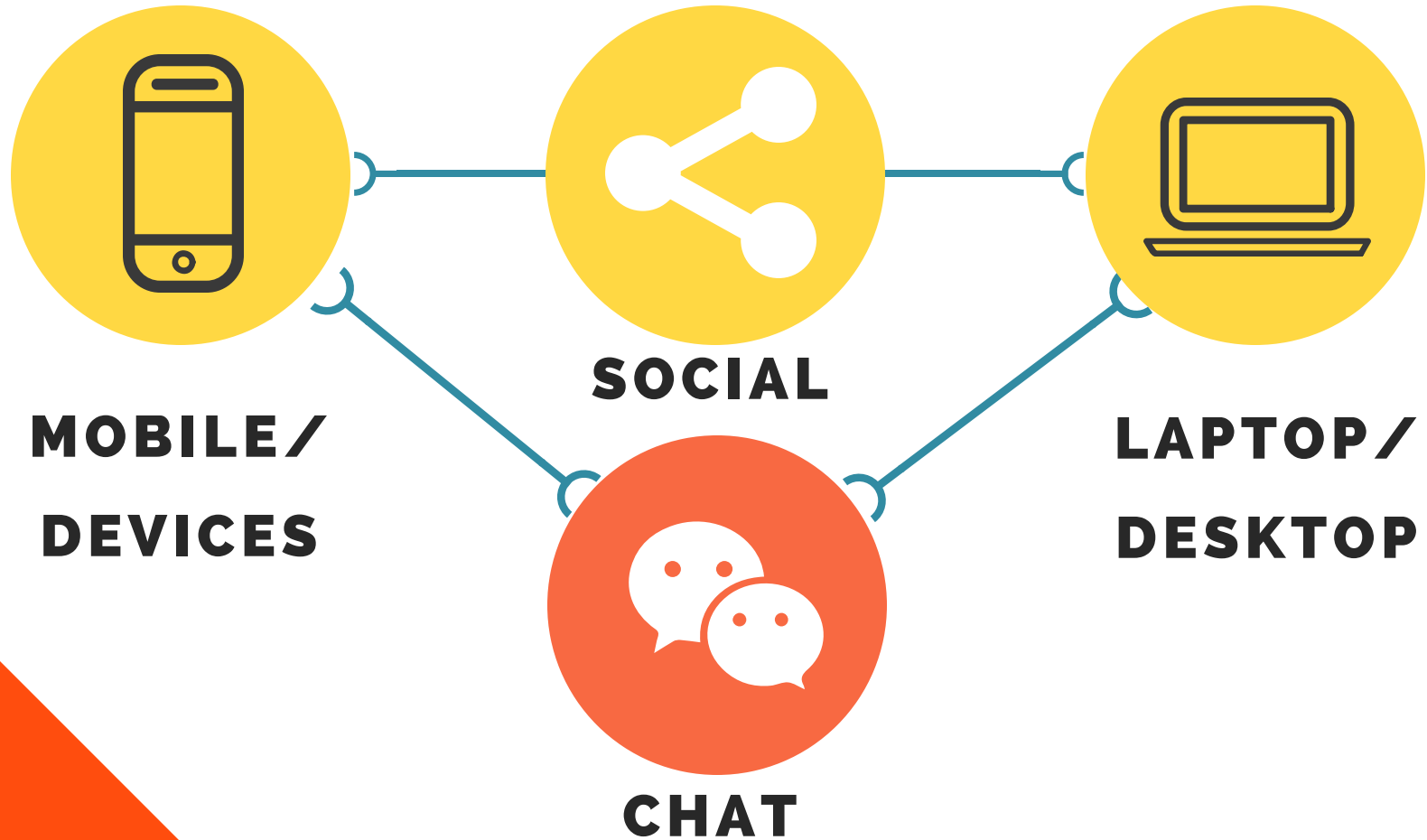
Providing process improvements through combination of process automation and response customization.

Improving resource efficiency by eliminating repetitive manual tasks.

Identifying new opportunities that aid in developing better cross-sell or up-sell avenues.

Incoming data analysis highlights problems & crowd-issues. This valuable data is forwarded for resolution & important decision making.

MULTI-CHANNEL STREAMS SUPPORTED



PERFORMANCE BENEFITS

#1

Better resource management & real-time exception based monitoring & reporting

#2

Reduction in errors and increasing the quality of responses

#3

Immediate deployment of resources to handle crisis situations




THE HGS INTERACTIVE



advantage



Well trained,
motivated and
collaborative
workforce highly
able at individual
level.



Increased revenue
generation and
reduced
infrastructure
costs.



Enhanced
customer experi-
ence, meaningful
engagement and
business results



WHAT AN IDEA, SIRJI!

**THANK
YOU**

 **HGS[®] interactive**
HINDUJA GLOBAL SOLUTIONS