ENHANCING THE QUALITY OF SERVICE DELIVERY INTERACTIONS

A leading water purifier brand supplier handled an average of 20,000 calls per day and needed to improve the process for handling customer issues and employee behaviors when working with customers.

Incoming calls were assigned to a Service Engineer (SE), who would diagnose the problem (in some cases, solve it on the call), set up appointments, and share any updates with the customer. The business wanted an average turnaround time for customer issues of 72 hours.

NEGLECTED CALLS

With an average daily call volume of 20,000, SEs would often fail to answer many incoming calls. Since calls were routed directly to the SE's phone, there was no detailed reporting available for missed calls. The lack of insight was an issue that the business needed to solve to help drive improved SE performance.

REVENUE LEAKAGE

Another SE behavior the client wanted to address was revenue leakage. Some of the SEs would enter into side deals with the customer at a reduced cost. This diverted revenue from the business.

Since the calls were routed directly to the SE's phone, the business could not monitor the conversations and identify undesirable behavior.

ORGANIZATION SNAPSHOT

- Vertical: Consumer Goods
- Location: India
- Objective: Improve turnaround time for customer complaints, prevent revenue leakage, implement call monitoring and tracking
- Solution: Mavenir Mobile Business Contact

IMPACT

- Decreased the average turnaround time to 72 hours
- Improved the process efficiency by 99%
- Utilized call reporting to reduce revenue leakage
- Implemented custom alerts for unanswered calls and deficient turnaround time

SOLUTION AT A GLANCE

The company selected Mobile Business Contact, Mavenir's cloud-hosted, contact center as-a-service (CCaaS) solution to monitor and improve the behavior of SEs and deliver a better customer experience.

VIRTUAL NUMBERING

One of the first actions was to prevent direct communication between customers and SEs outside of the customer engagement channel. The team created a virtual number based on the customer's location for each complaint. The solution also mapped a virtual number to an SE's mobile number.

Any time the customer called into the SE for that issue, they would dial the virtual number. When the SE placed a call, he/she would use a click-to-call function to dial the customer's virtual number, and the customer would see the SE's virtual number.

| Customer number 467xxxxxxx | Virtual number 539yyyyyyy |
| Virtual number 283yyyyyyy | SE number 621xxxxxxx |
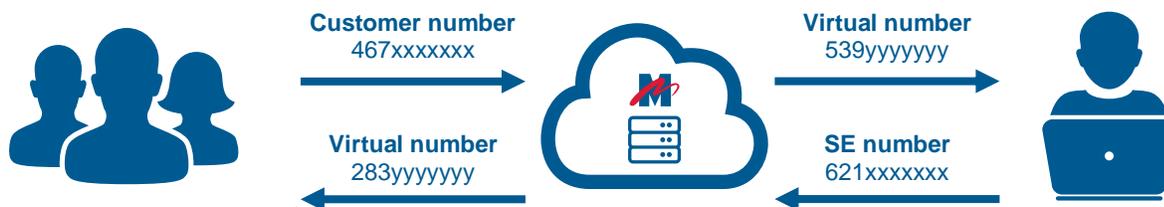
The virtual numbering kept each party's number private, preventing any direct communication. All calls were routed through and tracked by the platform.

CALL RECORDING & MONITORING

A vital benefit of the virtual number implementation was that it forced the SEs to log in to the system to speak with a customer. Knowing that each call was logged and recorded, the SEs were less likely to attempt to make separate deals with the customers. As a result, the previous solution's revenue leakage decreased.

Supervisors could monitor calls in real-time or review historical recordings to correct other poor behaviors as they occurred. With the reporting capabilities available from the platform, the business created custom alerts when calls did not connect or the SE did not contact the customer in time.

After implementing the solution, the supplier saw the following improvements:

- Achieved average turnaround time of 72 hours for service complaints
- Improved process efficiency by 99%
- Reduced revenue leakage due to improved SE behavior

With the Mobile Business Contact platform, the supplier was able to improve customer service with faster turnaround times and protect its revenue with monitoring and reporting.