



Imagine

Customer service is a connected
world



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Scenario : The client is a manufacturer of power equipments like inverters and UPS. Most of the installations are with mid size to large companies. The most important differentiator for the company is the quality of its customer care. When the company was small, the senior management and the promoters would take personal interest in ensuring the customer service is of the highest quality. The senior management had one to one interactions with customers. The growing business has made that really unviable. The company installed a complaint management system, but the real results are not to be seen. The customer satisfaction has gone down.

Solution of a new world: While the management understood that a company for which customer service is the key, it needed to find means where the real connect with the customer is never lost. On deliberations the company decided to implement a simple social system. When a sale is made each customer is given a social connect Id and is registered on to the system. The system is like a social intranet for customers. Along with the people responsible for providing customer service, the senior management including the CEO are a part of the system, with profiles. The sales and service teams are encouraged to interact with the customer on this intranet. While it has also established a personal connect with the customer, it has also increased the customers' reach to the senior management. The customers are encouraged to visit the site often by providing new information with regards to their products. The CEO often blogs about the products and talks to the customers. The customers openly discuss issues on the platform.

Benefits :

- The management is aware of what happening on the customer care front.
- The presence of the customer, customer service agents and the senior management on the same platform, has created better communication and hence improved service.
- The senior management can now indirectly get much larger piece of the customers time to discuss new products and services.
- Some involved customers are helping the company improve products and services by providing rare insights. The client has decided to now involve the product development team also on the platform.



Unyscape Infocom



Contact Us

email: sales@unyscape.com

Phone No : 0120 – 4319972

Mobile : +91-9350736877, +91-9810411046

Website : www.unyscape.com