

Services – IT

Client Profile

The client is the leading manufacturer of trucks, construction equipment, marine and industrial engineering. having a turnover of \$47b & close to 1,15,000 people working for them. The group is operating in 190 markets with production in 19 countries.

Business Challenges

Each company faces an intense competition to provide extraordinary customer service while controlling costs. The client was facing a problem with regards to dealer engagement & co-ordination. The lack of tracking of issues reported by the dealer on behalf of customer was one of major challenges it was facing. These challenges have caused a dramatic shift in the industry. The client wanted to assess their quality of service and resolution provided by dealer for issue reported along with gathering of customer feedback.

Tata BSS Solutions

- **Inbound Service**
 - Complaint Management
 - Dealer Management - Single interaction point for the dealer for enquiries, compliant registration, pre and post sales activities
- **Outbound Service**
 - Capturing customer feedback and CSAT
 - Happy Calling – Calling customers to get feedback on dealer's performance
 - SMS support provided to the dealers with the daily work plans, work order(s) to be attended for the day along with remainders on outstanding / unresolved / pending work orders
 - SMS confirmation from Dealer on attending / completion of the work order which gets recorded in the CRM enabling scheduled notifications to the contact center on future service, warranty and parts replacement activities

PERFORMANCE HIGHLIGHTS

Increase in response ratio within a span of few months

Breakdown response percent within 4 hours increased from 55% to 78%

Consistently maintaining quality scores of more than 90% since inception at all

ABOUT Tata BSS

Tata BSS helps its clients increase its customer base, retain high value customers, protect their brand reputation and provide efficient and scalable BPM services. Tata BSS serves industry leading customers in North America, Europe and Asia across major industry verticals. Inspiring trust and un-complicating business transformations since 2004, Tata BSS is a wholly owned subsidiary of Tata Sons, the holding company of the 142 years old Tata Group.