

SERVICES – Customer Lifecycle Management

Client Profile

The client is a global automotive giant that manufactures passenger vehicles, commercial vehicles, utility vehicles, auto components and supply chain solutions. Its 2012-13 revenues were in excess of \$ 34.7 Billion with 6 plants across India and more than 6,600 end-customer touch points including dealers, sales, service and spare parts network. The company is the world's fifth largest truck manufacturer and fourth largest bus manufacturer.

Business Challenges

The clients challenge was to manage its sales operations more efficiently in a growth environment in order to increase revenues. Although it was partnering with different partners to deliver its customer care services, the client wanted to improve the productivity of these processes. The goal was to achieve a higher rate of conversion while reducing the cost of customer care.

Tata BSS Solutions

- Post sales & service surveys (Domestic & International)
- 24X7 breakdown assistance
- Lead generation : sources wise – voice email , SMS, product wise, demographic wise – rural / urban
- End to end complaint management
- Insurance servicing
- Mail room management
- General inquiry desk
- Shared services support for EMP & vendors
- Specialized desk - Key customers / channel partner
- Customer database cleansing & enriching.
- E procurement auction support (Domestic & I/B)

PERFORMANCE HIGHLIGHTS

Multilingual support in 13 languages
apart from English

39 Sub process created - One of the processes has been awarded for new service innovation category in various competition at regional level.

Upselling of 24X 7 breakdown assistance memberships on inbound calls (around 50%)

Volumes handled per month

- Outbound – 2.6 million
- Inbound – 0.23 million
- Email – 2500 & SMS- 3000

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.