

INDUSTRY – Manufacturing

Client Profile

The client is a joint venture between Indian & Foreign subsidiary for manufacturing of buses in India. The client has sold more than 38000 + buses sold till date with employee strength of 4900+. The Company's manufacturing base in India is spread across Uttar Pradesh) and Karnataka.

Business Challenges

The company's challenge was managing its sales operations more efficiently in a growth environment in order to increase revenues.. In a nutshell, improving the productivity of its contact center to manage the increasing volumes of customer inquiries was critical to achieve growth.

The client chose to partner with Tata BSS not only to reduce operational costs, but also to improve its process efficiencies and enhance the effectiveness of its contact center.

Tata BSS Solutions

- **24 X 7 Toll Free desk** – To capture queries/requests/complaints of PAN India customers regarding the product
- **KYC Calling:** Existing customers are out called to capture their feedback on performance of the bus & complaints/issues are registered. These issues are forwarded to concerned departments for follow up.
- **Email support** : Provided to handle QRCs

PERFORMANCE HIGHLIGHTS

Dedicated customer support provided through toll free & email channel in all vernacular languages (for voice) helps clients to capture customer requirements/complaints centrally & systematically which simplifies their further process of addressing the issue

Customer feedback is systematically channelized to business through KYC calling which helps them in forming a customer centric corrective action for enhancing customer experience.

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.