

INDUSTRY – Manufacturing

Client Profile

The client is the pioneer of 3-wheeler goods transportation in India. The Group is the largest European manufacturer of two-wheeled motor vehicles and one of the world's leaders in its sector. The Group is also a major international player in the commercial vehicle market. The client operates in a 2 wheeler segment product in Indian market.

Business Challenges

Each company faces an intense competition to provide extraordinary customer service while controlling costs. It is essential that customers receive best-in-class service and care – which can be a challenge as the industry is faced with rapidly rising costs, changing customer needs and economic pressures. These challenges have caused a dramatic shift in the industry. The client wanted to minimize their operational costs and retain scalable operations while, at the same time, bridging the gap between the two.

Tata BSS Solutions

- **24 X 7 Toll Free desk** – To capture queries/requests/complaints of PAN India customers regarding the product
- **Email Support** – QRC received through email are reverted by seeking necessary solutions received from business
- **Brand Management on social media** – Managing customer experience expressed on all social networking sites & try to engage the customer through toll free line
- **Post Service Feedback** – Customers who serviced their vehicles are out called to capture their overall experience & satisfaction level.
- **Lead Generation** – Prospective customer base is out called to generate leads/opportunities

PERFORMANCE HIGHLIGHTS

- Multi lingual support to address regional requirement
- Improving brand visibility & increases customer engagement through social media

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.