

INDUSTRY – REAL ESTATE

Client Profile

The client is a renowned Indian brand, with 20% of its business done overseas. With 7 major companies with interests in real estate, FMCG, industrial engineering, appliances, furniture, security and agri care – to name a few – the client's turnover crosses 3.2 billion dollars.

Since Oct 2012, Tata BSS has provided a suite of integrated BPO services spanning Back and Front Office with multiple external (i.e. customer-facing) and internal (enterprise-facing) touch points

Business Challenges

The Client was new to outsourcing and off-shoring. As the selected service provider, Tata BSS therefore had to address the challenge of:

- Exposing the Client to a new channel
- Managing and tuning the expectations of multiple groups of client stakeholders each with differing perceptions of requirements.

The Client's primary driver for outsourcing was not cost reduction but the need to effectively scale their customer service operation in sync with their business growth

Tata BSS Solutions

Customer Care & Administration

- Enquiry Support – Project related details like location, price, amenities, availability of bank loans etc.
- Appointment with sales team for interested customers

Outbound Service

- Lead Management – contacting the customers database provided by the client for leads & passing on the prospect list to the sales team

Chat HELP Desk

- Centralize the chat help desk
- Scope of the solution included enquiry support in terms of providing different information

PERFORMANCE HIGHLIGHTS

Achieved 50% lead conversion ratio of interested customers since May 2012.

IT Help Desk: Cost of Support reduced by 50% and increase satisfaction index

Volumes handled per month

- Inbound – 3000
- Outbound – 5000
- Chat – 600

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.