

Field Force Service Delivery with Smart CRM Operations



Location: Multiple Countries across Asia Pacific

Industry: FMCG

About the Company

- A global leading FMCG company with into Water Purifier Business since 2006, operational across India, Indonesia, Vietnam, China, Bangladesh, Sri Lanka and Philippines regions
- Provides Multi-operational water and air purification and treatment services
- Awarded by UK Trade and Investment India Business Awards

Business Challenges

- Needed a strong global solution for setting up world class CRM through integrated CRM system.
- Large consumer base and related challenges in managing the volume of service calls through multiple solutions & disparate systems.
- High Turnaround time / Average Handling Time between consumers and Service Technicians
- High Consumer Support Issues

Solution Offered

- CRM Call Center Operations through Oracle NetSuite
- Technician Booking for Complaints and Service Requests
- Integrated solution with Interactive Voice Response (IVR), Website
- Google Travel Prediction for predicting an approximate travel time between source and destination for Service Technicians
- Legacy Data Migration

Benefits

- Inspirria provided an Integrated end to end CRM solution Integrated with IVR, Website with Technician Management & Multiskilling functionalities leveraging technician availability based on skill mapping for product support.
- Improved Customer Service through Oracle NetSuite and Google Maps
- Real time Service Slot Recommendations for Call center agents, reduction in Turnaround Time
- Reduced Technician Travel time within multiple service slots, resulting in highly optimized utilization of technicians
- High reduction in Customer Escalations through automated workflows
- Enabling the organization meet the SLA's, resulting in high Customer Satisfaction.