



## CASE STUDY

# LEADING BRAND IN HOME APPLIANCES

DialDesk created best-in-class experience for its customers

## Background

The brand is a leading provider of consumer electronics and home appliances. Their products are marketed across India and even exported to the Middle East and Africa, which brings them queries, including customer complaints through phone calls and emails every month.

# »» THE BUSINESS CHALLENGES

- 20+ products with different possible issues and resolutions
- Issues in handling queries over the phone and email in absence of any CRM
- No ticket management system in place and data maintained in excel
- Loss of data, no insights
- High costs to set up an in-house customer service team
- Difficult to manage round the clock contact center



## »» WHAT WE DID

- Dedicated IVR and ACD deployed along with trained customer service professionals to handle queries 24/7
- Created software for end-to-end complaint management where ticket flows from call center to service center, then to service engineers. The service engineers get the ticket details on a mobile application that is geo-tracking enabled and keep updating the status and closures on the application.
- Focus on FCR by close looping complaints
- Highlighting escalations and getting them closed on priority
- Automated report and Dashboards with data insights

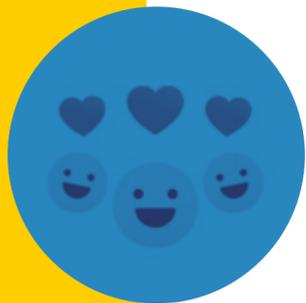
# KEY RESULTS



Cost reduction by 50% since the process could be migrated to the most cost-effective model



Reduction in customer complaints by 37% and first-time resolution rose to 56%



Efficiency in handling complaints led to boost in CX quotient and using deep data insights helped to create future-ready CX strategies



***I got fully developed Infrastructure and manpower at the lowest cost. DialDesk gives me an easy and clear layout which helps our work. I would recommend the product to anyone that needs customer support for their business.***

Pramod Kumar Pandey  
Manager – After Sales Service