

# Case Study



## Exceptional Customer Experience

### Objective

Customer Experience project was aimed to exceed customer expectation in the ordering space and identify opportunities which will enable us to "UP" the service. This is not limited to the contact centre experience but the entire experience from the time the customers sees the product till the product is delivered to them



### Goal Statement

To exceed the benchmark observed in the Retail market sector as per trends.

72% Target



### What we Did?

#### Six Sigma Methodology



#### At contact centre

- Transformed staff recruitment process to deliver high customer centric quality
- Higher efficiency lead to higher customer- agent connect rate
  - Robust and persistent customer orientation trainings.
    - Best in class quality monitoring framework
    - High skilled service recovery team set up.

#### Process Restructuring



Devised process to offer assistance to customers facing issues on the website and IVR

#### Technology

- Detailed study & enhancement of the IVR
- Real time contingency tools set up for customers facing payment or account related issues on the IVR and Website+

### Project Impact

35% Improvement  
Overall Customer Experience  
from 58% to 78%



YoY Sales  
Performance up by  
**10%**

Average Order  
Frequency  
1.14 to 1.17



47% boost  
In order conversion

AVG £ 165k/month  
amplified revenue opportunity  
on IVR & website

