

# Asia's Largest Direct Marketer Improves Productivity by 40%

With SAP Ui5 Interactive Center Solution



Customer base- **15 million**



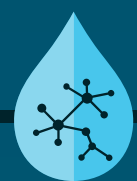
Field force - **7000**



Business Partner- **1100**



Service engineers- **4500**



Touches **1.5m** homes on a daily basis.

The undisputed leader in **Water Purifications system** and **Vacuum cleaners**

operates a **300 seater call center** managed by people with special needs in collaboration with NASEOH (National Society for Equal Opportunities for the Handicapped).

The unit handles **10000** calls per day.

### Key Functions include:

Customer complaints management

Address customer concerns & technical questions

Assigning of complaint to appropriate business partners

Assist with returns and exchanges.

## Escalating Everyday Issues

Delay in issue/ticket resolution due to large volumes (300+) of registered complaints per day

Increased call waiting time due to long call durations

No automated access to customer account

Inability to leverage cross-sell and upsell opportunities

Lack of call center automation and visibility of relevant customer data

Cumbersome navigation through multiple screens for 20+ fields

Incorrect tagging of complaints, couldn't be assigned to Business Partners

System did not provide 360° customer view

## A Unique Proposition Leveraging SAP UI5

Quinnox built an efficient interactive center solution using SAPUI5, which seamlessly integrates with SAP CRM system

### Key Features:

360° view of customer including snapshot of interactions

Ability to **Cross-sell** and **Upsell** by swiftly switching between service, sales and marketing views

**Single Screen Capture** of all relevant information

**Intelligent Algorithms** to identify calling customers

Call center automation using **IVR** system for immediate complaint registration

**Auto-population of Data** reduced processing time

**Automated Complaint Tagging** with Business Partners

## Happy Customers Increased CSAT !

Provided a consistent experience to the customers and improved the overall **CSAT** score and revenue

Increased call center productivity by **40%**

**Improved Call Center Metrics** by providing relevant information to the call center agents in a single screen

Enhanced user adoption rates due to **360-Degree View** of the Customer

Correct tagging of complaints ensured **Quicker Resolutions.**