Tech Mahindra
BUSINESS SERVICES

CAREXA

CREATING MEMORABLE DIGITAL EXPERIENCES EVERYDAY

Connected World.
Connected Solutions.

IT'S A CONNECTED WORLD

In today's connected world, the virtual space is what enables us to share thoughts, feelings, conversations, materials and lives. This virtual space, this digital world operates in the NOW – with opinions, opportunities and decisions influenced in a split second. Amplifying customers' choice & voice to unprecedented levels.

This proliferation of digital channels has certainly disrupted the world for contact centre directors accustomed to the traditional manner of doing things. They have to engage their customers in these channels – because the quality of their experiences influences their decisions to buy from and stay with the brand.

After outsourcing & offshoring, the digital revolution represents the most radical change in the way contact centres operate over the last 20 years.

Customer journey drives the brand image far more than product quality.

- 87% of contact centre managers see non-voice interactions increasing
- Social media perception drives buy decisions; Social Media & Web Chat is the #1 choice for Gen Y
- In the next 2 years, digital channels will be #1 choice because customers expect freedom of interaction, they want a seamless experience across channels

But ...

80% of contact centres are not ready to meet these demands.

The message is clear: Go Digital or Die.

Source: Dimension Data's 2013/14 Global Contact Centre Benchmarking Report

MAPPING THE END-TO-END CUSTOMER JOURNEY, DIGITALLY.

Good business and good relationships with end-customers hinge on creating memorable experiences for them. After all they deserve better service from their mobile, bank, utility, retailer and other service providers.

That's why we've designed the Carexa framework, with the end-customer in mind. Through this framework, we create solutions & services drawn from our expertise and technologies for an end-to-end customer management journey.

Since we understand your need to engage with your customers, we work on a few simple principles:

1. We keep customers at the heart of what we do - delivering solutions led by the customer-journey model
2. We provide end-to-end customer management through one single framework
3. We will own your business case
4. You don't have to make Capex investments.

HOW DOES CAREXA WORK?

Every great story starts at the beginning. Through consultation, we understand your business objectives, co-create a strategy and then develop the best solution tailored to your requirements.

The solution covers any one or all of the below objectives:

- **Operational Excellence**
- **Automation & Robotics**
- **Multi-channel**
- **Analytics**

Ultimately this helps you achieve 3 objectives:

- Improve customer engagement across all your channels
- Maximizing Revenue & Margin from existing customers
- Reduce cost of operations

Consulting

Levers available

- Consulting roadmap for increasing digital adoption

Tools & Framework

- Gauging Digital Quotient and Consultancy for Digital Adoption

Robotics & Automation

Levers available

- Reducing cycle time

Tools & Framework

- Robotic Process Automation
- Process Automation Scripts

Multi-channel

Levers available

- Offering the channel of choice to customers
- Establishing Web Channels
- Establishing Social Media
- Offering a consistent experience in all channels

Tools & Framework

- Socio
- Web Chat
- Virtual Agent
- Visual IVR
- Video Chat
- Omni Channel CRM

Analytics

Levers available

- Operational Reports & Insights
- Commercial Reports & Insights
- Channel Reports & Insights

Tools & Framework

- Call Centre Analytics
- Text & Speech Analytics
- Lean Analytics Platform
- Churn Analytics
- Omni-Channel Dashboard

Operational Excellence

Levers available

- Increase Right First Time in all channels
- Proactive service management of customers
- Improving agent skills using our proprietary training modules
- KPIs & Rewards Outlier & Variance Management
- Brand & cultural alignment of customer facing staff

Tools & Framework

- Operational Management - Multiskilling, Variance & Outlier Management
- People Onboarding & Training (Proprietary Framework)
- Quality Management
- WFM
- Rewards & Recognition (Proprietary Framework)
- Continuous Improvement (Lean, 6 Sigma etc.)

OUR WIN-WIN STORIES.

We've helped a number of clients find solutions to their operational problems. Here are some examples you may relate to.

CASE STUDY – ROBOTICS & AUTOMATION

The situation:

Tom manages a back office operation of 300 FTEs and has met his deliverables for the year. As part of the transformation project he is leading, the back office operations cost needs to reduce by 25% without any impact on quality and efficiency.

In the 2nd quarter of the year, he has to onboard 5 new processes – the challenge is to do so without adding new staff while delivering to the process SLA.

The conventional way would have been for Tom to ask for more heads or design a process with a longer SLA.

The solution:

But Tom's a modern day contact centre manager. He chooses Robotic Process Automation from TechM's Carexa framework.

The results:

Instead of being done manually, the new tasks are now completed by automation scripts in half the time and at zero errors. The SLAs are improved as these scripts work 24 x 7. It also means Tom is getting twice the output at half the cost.

Furthermore, 37 other processes are automated, resulting in cost savings of USD 800,000 annually, thereby meeting his transformation objectives.

Robotic Process Automation is a fine example of how TechM has found a new solution to address old world problems, transforming back office operations for the likes of Tom!

CASE STUDY - OPERATIONAL EXCELLENCE

The situation:

Tim's a contact centre manager, consistently achieving his Retention volume targets for the last 4 quarters for customers in the European region.

Recently, he noticed that the churn percentage is higher than expected – it is trending at 8% above the target.

He needs to reduce churns and bring it back to the acceptable threshold.

"Everyone has worked on Churn and Retention, we have all the data then why are we bleeding on numbers," Tim thought.

The solution:

Tim puts the Carexa framework into action, to understand the root cause through a detailed analysis.

- Analytics gives the details of the agents, reasons for the highest churns, etc. And then, using advisor and customer's conversations through the year, analytics presents Tim with the unknown quadrant.
- He understands that 23% customers who churn, stop using the services months in advance. This observation is backed by numbers and actual conversations (data which was earlier filed within the "Others" category).
- When he drills further down into the data, through Analytics he sees the issues resulting in NO USAGE.
- Now that he has his information, what next? Through Operational Excellence, Tim zeroes in on 3 improvements:
  - Builds capability in the services areas to identify and resolve the issues.
  - Set up a team to proactively outcall these customers and retain them.
  - Additional coaching and floor support are provided to bring the churn % to normal.

The results:

Tim's delighted that these efforts resulted in the churn rate reducing by 11%.

Tim is now using the lever to understand how he can bring in more improvements.

CASE STUDY - MULTI-CHANNEL

The situation:

Meet Jean, she's looking for a new smart phone for her father – how sweet is that!

Comparing prices on the website, she lands up on a mobile service provider's website.

After liking a particular mobile phone and initiating a chat with a sales agent, to look for the best offer, she's almost made up her mind to buy the phone. But then, she's just remembered she has to pick her kids up from school and has to rush there.

In the normal scenario, the mobile service provider would miss an opportunity for a potential sale and Jean would have to start all over again.

The solution:

But thanks to the Multi-channel offering of Carexa, this doesn't happen.

The chat agent sends a link to Jean's mobile phone so that she can continue the chat with him, which is super convenient for her.

The results:

She's able to complete her purchase while on the go.

This creates a win-win situation for Jean as well as the company.

The situation:

Customers hate Voice IVRs, but it's a necessary evil for service providers in the absence of which, their call centres would be flooded.

Claire is no different.

She's got a very high bill this month, and wants to talk to her service provider.

She dials the customer service number, expecting the usual cumbersome experience, navigating the IVR, waiting to hear all the options.

Furthermore, IVR on a mobile device is even trickier. She would need to constantly pull the phone away from her ear to press the right button.

In fact, typically she would just choose to speak to the agents directly.

The solution:

But that's not what happens this time. Claire is pleasantly surprised to find a completely different IVR experience which gives her visually guided menus on her smartphone and is extremely convenient.

The results:

No more struggling with the IVR.

The service provider also benefits from fewer calls since the Visual IVR offers 'call back' and chat options and reduced call handling times.

The visual IVR journey from Carexa is what makes this a win-win experience.

CASE STUDY - ANALYTICS

The situation:

Jim is a service quality manager who is consistently being asked to provide information on call drivers.

These requests continue to come and they seem to be increasing in frequency and complexity.

Right now, Jim has 2 people in his team manually trawling through the free form text to extract something he can use. The main problems he has are:

- This manual analysis needs to continue for weeks before he is able to provide any trend analysis
- He is only able to provide data for known issues and any new or emerging issues are not identified

The solution:

What he really needs are tools that can help him mine the free-form data coming out of his CRM, to create more context around the categories.

Jim deploys Text Analytics & Call Loggers from TechM's Carexa framework to get better insights.

Text Analytics helps him understand the issues in the unknown quadrant and Call Loggers (in the front line) give him more real time data.

The results:

Now Jim feels confident in publishing real time call drivers from the Logger data. And now he gets the insights to influence the business through the click of a button.

WHAT ABOUT YOUR CUSTOMERS?

In the previous case studies, you have just received a glimpse of the solutions we have been able to offer our customers. We have these and many more solutions waiting for you, to help better your customer journeys.

Write to us at connectbsg@techmahindra.com and let's talk on how we can make small incremental improvements together.

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