# #HelloBPS

**Tech Mahindra**

# Delivering business benefits with Total Digital Transformation

CASE STUDY.

Connected World.
Connected Experiences.

# Customer Ask:

"I am a retailer with a large number of dissatisfied offline customers facing issues at several touchpoints while shopping at the stores. How can Tech Mahindra help?"
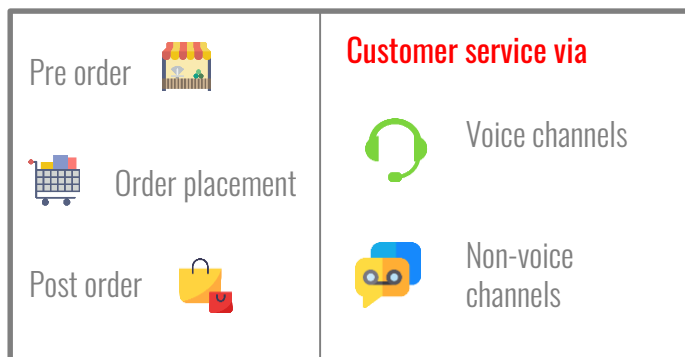
# TechMighty:

"We understand. Let us tell you how we improved customer satisfaction with RPA and Training for a Major US Retailer."

## 1 We understand the problem...

Our Client is a store-heavy retailer operating out of 1,803 locations throughout the United States.

Our Contact Center for them is engaged across all stages of customer purchase journey which included:

| | Customer service via |
|---|---|
| Pre order 🏪 | 🎧 Voice channels |
| 🛒 Order placement | 💬 Non-voice channels |
| Post order 🛍️ | |

Majority of their processes were manual resulting in high After Call Work(ACW) duration heavily impacting Average Handling Time(AHT). To reduce AHT, ACW had to be brought down.

Apart from this, there was also a pressing need to build more rapport with the customers rather than just help them in completing the manual steps.

Our experience in handling such situations also suggested implementing a robust training mechanism that has always worked pro customer satisfaction.

## 2 Our solutions save the day...

#TechMBPS realized the need to implement an RPA platform to improve the Satisfaction metric results by

> Reducing ACW by automating identified scenarios to reduce human intervention and minimize possibility of errors

> Improving the capability and consistency to meet the AHT target due to less dependencies on skill levels.

> Decreasing the Learning Curve duration by minimizing the required skills for the agents.

Bottom performers were enrolled in a Two-week Performance Enhancement Program (PEP) which included an andragogy approach of learning where learners were introduced to the process followed by hands-on practice sessions using canned scenarios.

The blended curriculum included a pre-process training segment of 1 week followed by the Process training which lasted for 2 weeks. The sessions were mostly trainer led and used different scenarios per topic to enhance understanding. It also included Online assessments and mock call scores. Post that the learners were trained on the job for a week.

# 3 ...the client was happy with the results...

**75** seconds reduction from Baseline

**19.3%** lower on AHT for last 5 weeks

**7.8%** higher CSAT

Almost **4 weeks** shortening of learning curve on AHT/GSAT

**19%** NPS improvement thru PEP

# 4 and said...

"I just wanted to recognize the hard work that Jappy and Mai has done. Over the past months they have delivered higher NPS scores and are trending to finish January at 60% which has never been done before. They got the number 1 ranking in December based on our scorecard. The follow up of both leaders regarding the initiatives to perform has been stellar. Jappy has been great implementing projects and has been available even off work. Mai has been a quick study considering her tenure. Both leaders work as a team and showed great synergy."

# 5 Key Takeaways...

- Customer Satisfaction remains a priority for retailers as it heavily affects customer loyalty and in turn the revenue
- Low customer satisfaction can result in customer leaving the brand and increase market share of competitor
- Contact centers have been achieving great results in building customer loyalty overtime for brands due to immense focus on the customer's needs
- With the implementation of RPA provides for opportunities to re-construct the brand image through the entire Customer Journey across various touchpoints.

## Tech Mahindra

www.youtube.com/user/techmahindra09
www.facebook.com/techmahindra
www.twitter.com/tech_mahindra
www.linkedin.com/company/tech-mahindra
www.techmahindra.com