

Managing scheduling and support operations for Japanese large air-conditioning manufacturer

A JindalX Case Study



BPM Xcellence and redesigning the way our clients run their business operations for a highly fluctuating seasonal business

Business

We started managing the dealer support and six other lines of business which are now twenty-seven LOBs within a span of five years. Post the commencement of business the following inferences were drawn:

Challenges

Addressed:

- Air conditioning is a seasonal business specially in Northern India where the sales dip and so does the volume by almost 60% during low season
- Client faced problems in assigning the relevant field staff for installations and servicing since volumetric forecasting was difficult
- No visibility into the contact centre operations real-time for the client teams, to predict and manage operations while focussing on sales
- Huge back log of complaints and pending installations due to incorrect and insufficient resource allocation for the field support

JindalX Approach

- Operations commenced in 2015 and scaled up by 500% within a span of two years
- JindalX developed the innovative volume forecasting model which allowed the client to forecast field staff with 95%+ accuracy
- Volume fluctuations of over 70% managed within two different seasons of the same year



Seasonal fluctuations in the air-conditioning market can be upto 400% within the same year due to constantly changing temperatures.



“ The seasons greatly impact the sale of air-conditioners and generate the need to manage the installations and servicing with enough feet-on-street ”

A Successful Outcome

JindalX Initiatives

- i. Volume projections on the basis of sales data, complaints and past trends managing client's field staffing. Meteorological department's data (heat-map) plotted against the volumetric data to establish positive correlation and trends
- ii. Implementation of analytics and integration of dialler system with PowerBI based real-time dashboards to provide a 360-degree view of the contact center operations
- iii. Weather forecast data used to develop WFM plans

Business impact:

- **95%+ Accuracy on field staff workforce management**
- **30% reduction in revenue leakages & complaints due to overstaffing and understaffing**
- **100% dealer queues and queries resolved within 4 hours turnaround-time**

About JindalX

JindalX is a leader in helping businesses drive their Customer Xperience by ensuring that we look at the processes in a completely different way. Our transformation levers are more focussed towards making the interactions faster, easier and effective. We at JindalX are equipped with the latest technologies in the business process management space ranging from Digital Tools, Software Development & Cutting Edge however easy to implement analytics. Our strongest pillar is the culture of innovation and Xcellence which is driven through our values and vision.

To talk more about your organization's needs, please contact:

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