

Effective Customer Journey Management for Consumer Electronics

A JindalX Case Study



In the consumer electronics space, influx of new brands & products has drastically risen, due to which customer Xperience has become a key differentiator. . .

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:

The major challenges faced in providing seamless customer journey are:

- Consumer complaints via social media are on a rise
- Weak pre-sales services
- Lack of feedback after service
- Sudden upscaling due to the seasonal nature of the product



Strong pre-sales services lead to an increase in win rate of 40–50% in new business and 80–90% in renewal or repeat business



“ 88% of customers are less likely to buy from companies that don't address grievances and leave them unanswered. ”



Our Solution

Pre-sales services: Providing unbiased information through multiple channels has become essential. A robust ticket management system helps our partner to contact them and convert the sales.

Installation demo: We assist the companies in this process by efficiently scheduling a demo for installation with the concerned service center partner and also manage the availability of field resources by effectively managing the partner feet-on-street.

Feedback calls (happy calling): Leading with the emphasis on CX, we go the extra mile by calling up customers after a service is provided, to find if the issue is resolved and if they had a good experience. Measuring this CSAT level helps in maintaining excellent quality of services.

Grievances Redressal: The new-age consumers are increasingly using social media to express their grievances; we have a team that specializes in handling concerns raised over various social media platforms and forums.

Scaling up: For products that have seasonal demand we scale up efficiently and rapidly to meet the growing needs of our partner. Our annual ramp-ups are somewhere up to 400% during the high season.

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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