Devising CX Strategies for Introducing a New Product

A JindalX Case Study

JINDAL X
TOGETHER XPONENTIAL

The Industry:
Hospitality
[Food &
Beverage]

JindalX

Solutions

The Challenge

This well-known restaurant aggregator and food delivery start-up is no stranger to introducing new features and products. They are present in 24 countries and touch more than 10,000 cities. Their typical customers are tech-savvy, young people who prefer Omni-channel platforms and are capable of using self-service tools.

However in 2017, the company geared to launch a product that deviated from its typical delivery model. They targeted a bigger and diverse customer base with varied technical competences. The Business leaders knew that their current traditional customer service support couldn't solve for this growing need.

This is when they turned to **JindalX** to build and execute an end to end customer experience strategy that offered personalized services to the masses. It was pertinent that this strategy, didn't digress from the culture and the brand of the company.

Building a framework

The JindalX operations team started with the brainstorming process. They began with building the customers' personas by effective market segmentation, basically understanding the needs of the target customer. Who are they? What platforms do they frequent? How tech savvy are they? How do they prefer to interact?

The Operations specialists used questionnaires, surveys, focus groups and the trends of the existing customers to perfect the creation of these customers' personas. When this was done they developed a comprehensive customers' journey for each of these customers' personas.

Each of these had varied needs and our aim was to offer personalized services that preserved the human–to-human touch. Hence, we developed specific strategies for each of our calling, chat and social media services.

Once we developed these personas and their respective journeys we moved on to the planning phase, by creating process flows and mind maps. We hence developed the guidelines, agent training modules, protocols and the roster plans.

The Development Phase

At JindalX we believe it's integral to perfect the frameworks beforehand to get all our processes from hiring, training and execution right.

Our clients wanted their customers to have a seamless Omni-channel experience and that's what we geared for. We developed plans which were different for each platform yet their core message was the same, to give users a unified experience.

Starting from hiring we recruited people who displayed empathy, patience as well as an excellent knowledge of the restaurants & dining experience. With a stellar team set in place we trained them with modules which gamified their learning, to better their retention. These modules were developed in collaboration with consultants who are some of the leading trainers in the country.

Next, we streamlined the agents' shift-timings for uniformity, transparent billability and effective workforce management. After a series of mocks based on real time scenarios the agents were ready to be sent on the floor. Since, at JindalX we believe that real-time insights are extremely important, we gave our clients access to live operational data which gave a **360 degree** of the processes to them.

JindalX Advantage: Our value addition

Best in class services:
We gave absolute accuracy & optimum CX with **up to 4 concurrent chats**, we had the fastest response time with **24x7 support**. Our Propensity engines provided for intelligent solutions and **90% First-Contact Resolution** (FCR). Along with this we also provided Proactive social media interactions and end-to-end resolution to grievances to the client.

B.I led Analytics: JX Tech-Pack:
We provided our clients with **real-time operational data** which can be accessed from anywhere. The dashboard helped the client get insights, track the performance and make proactive decisions. Our JX tech-pack was provided to the clients free of cost.

Management of the end-to-end outsourcing project:
At JindalX We hold ourselves accountable for growth and success of our customers. Hence, we not only managed their hiring, training and execution, we also build **CX enhancing strategies**. These strategies were dynamic and flexible enough to accommodate any changes yet deliver results according to the benchmark.

To get a free demo of our real-time 360˚ view dashboard, book an appointment or mail us at sales@jindalx.com.

About JindalX

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