

Providing best in-class customer service across multiple channels

A JindalX Research



Business

Challenges

The meaning of customer journey is not limited to going to a store today anymore. It has diversified to multiple channels, thanks to the emergence and penetration of digital technology. Customers can avail multiple ways of reaching out to a business- they can visit stores, download apps, visit websites, connect on social media and so on. What is more important to realize from the availability of these multiple channels is that they expect seamless transitions and outstanding customer services at every touchpoint. Thus, businesses today need to ensure omnipresence in order to cater to customers' needs, increase their retention rates and acquire more of them.

While omni-channel presence can generate more revenue by exploiting the tendency of customers to spend more, it has its own critical challenges. One of them is the challenge of data integration. Since customers constantly move between channels and devices, sometimes accessing multiple channels simultaneously, firms need to get a 360° view of customer journeys on a single unified platform. This can help them get real-time data insights and design business strategies accordingly.

According to a McKinsey report, companies which focus on optimizing customer journeys achieve nearly 10% revenue growth and 20% rise in customer satisfaction. With a 360° view of customer journeys, businesses can not only predict needs of customers but can also segregate/ segment them according to their tastes and preferences.

Intelligent insights bring in personalization. Personalized services across channels boost customer satisfaction to a significant extent. Customers feel connected to firms and associate themselves to brands eventually. Firms can hence create a win-win situation by providing best in-class personalized customer experiences across multiple channels.

JindalX Advantage

We have extensive experience in taking care of our partners through our:-

Omni-channel Support – Chat | Email | Voice

- Absolute accuracy & optimum CX with up to 4 concurrent chats
- Fastest response time and 24x7 support
- Propensity engines for intelligent solutions and 90% First-Contact-Resolution (FCR)

We give what your business needs

- Personalized and human-centric customer service
- Gamification based process training led by technology
- BI led 'JX Techpack' to give real-time 360° view of operations

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 it looks at the processes in completely different ways. Our transformation levers are more focused towards making 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 to cutting edge BI-led analytics. Our strongest pillar is the culture of innovation and Xcellence which is driven through our values and vision.
