

Customer Service Solution for Centralized Service & Cost Saving Benefits

Customer service is one of the most crucial factors in consumer durable industry and Usha International was facing challenges dealing with the issue. Implementing Path Customer Service Solution was a full stop to all their customer service related issues.



A Siddharth Shriram Group company, Usha International Limited is one of India's leading consumer durable manufacturing and marketing companies since 1935. Today, the group is poised to build on its heritage and deliver on the Usha promise of trust and durability.

Customer:

Usha International Limited
Gurgaon, India
www.ushainternational.com

Industry:

Consumer Durable

Technology Used:

Java / J2EE
Database – Oracle

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Business Challenge

Usha International was facing challenges with their fragmented customer service segment. There was no central system for tracking calls, their quality, their resolution status and related data from customers. The complaints went directly to retailers and not to the manufacturer.

Usha was looking for a customer service solution for their customer Support function to track and monitor their customer calls from initiation till closure with complete tracking of inventory and other costs.

Solution

Path CS Solution, a product developed by Path was proposed to Usha International. Path Customer Service Solution (CSS) is a web-based Customer Support Service Portal. It's an online system for usage, live monitoring and tracking of issues/tickets at its service centres and call centres. It helped Usha in doing a complete in-depth analysis of the functioning of its Authorized Service Centres, Call Centres, and branches. Path CS helped in following functionalities:

- Ticket Management
- Sales Invoice Management
- Inventory Management
- PO Management - From distributors and retailers
- Menu Management – Roles & Responsibilities Management -User Management
- Reports

Usha International implemented Path CSS application for Service Franchisees and Branches.

Benefits

- Installation of Path CS solved a lot of problems at Usha. The major task achieved was that it centralized the customer service segment. Ticket management functionality led to analysis of calls. It helped in building a date of the time in resolving a problem, or allocating an engineer. It also measured the quality of calls, inventory tracking of spare parts. Robust and stable application with comprehensive user support enabled to handle larger call volumes - from 800 to 2000 plus customer calls per day.
- There was cost saving through reduction in bandwidth consumption and a visible improvement in service response time leading to enhanced customer satisfaction.
- Today, in spite of high call volumes, call centres at various zones are handling customer calls with ease, allocating calls to support engineers, who are in-turn updating the calls after their field services. System related calls are directed to the Path application support team which in-turn resolves these calls as per the required priority. Incessant application monitoring and proactive actions by Path team also resulted in reduced application outage and maximized uptime.