



Redesigning of Customer Service Application for an Efficient Outcome

Path redesigned Videocon's internal application enabling them to handle larger customer call volumes by giving users' access to relevant information in real-time. The robust solution improved response time and reduced costs significantly.



The Videocon group is a USD 2.5 Billion global conglomerate continuing to set trends in every sphere of its activities from a conference room sized assembly line in 1979. Today the group operates through 4 key sectors – CE & HA, Oil & Gas, Power, and Telecom.

Customer:

Videocon Industries Ltd.
New Delhi, India
<http://videoconworld.com>

Industry:

Consumer Electronics

Technology Used:

ASP.Net 2.0, SQL server 2005,
Reporting Services, IIS 6.0,
Windows 2003

"The robust and stable application with comprehensive user support enables us to handle larger call volumes. This system provides a simple, familiar and consistent user experience, which boosts employee productivity by simplifying everyday business process"

**- Ashok Jade, Head IT,
Videocon Consumer Electronic
Division**

Business Challenge

For Videocon, customer service has always been one of the most crucial factors of growing business. Empowering their service staff by providing in-house distributed application was the first step taken by Videocon for customer service automation. This system was extended to users, located at various call centres, branches and service franchisees spread across India. However, with time, the company recognized that the existing solution had outgrown the organization's requirements. The Company decided to build a solution that would help to give instant customer service, capable to handle larger call volumes and Increase customer satisfaction and simplified processes. Path Infotech Ltd. (Path) was engaged to design & implement the solution.

Solution

Path was invited to take up this responsibility because of its domain knowledge and expertise in managed services. They reviewed the application architecture, analyzed the codes to understand its functionality, and soon came out with a comprehensive strategy to scale-up and stabilize the application.

Since their inbuilt application was live and users were servicing customers through it, Path and Videocon team decided to start with application enhancements and providing user support side-by-side. Path also decided to upgrade the application functionality to cater to growing business needs.

Application was designed and enhancements are done using ASP.Net and SQL Server 2005 and deployed on IBM Hardware Platform.

The service system was completely revamped to provide enhanced functionalities with optimization of existing modules. The application was further monitored against performance benchmarks and tuned to provide superior productivity and agility.

Benefits

- Robust and stable application with comprehensive user support enabling it to handle larger call volumes – from 6000 to 20000+ customer calls per day.
- Enhanced functionalities with new features like Service Franchisee, Inventory Management, Forecasting, Auto Procurement, Workflows, Knowledge Management, AMC, SMS Integrations so on.
- Cost saving through reduction in bandwidth consumption - from 6 MBPS to 2.5 MBPS and Infra Optimization.
- Improved response times for call registration and completion, without any infrastructure ramp up.
- Visible improvement in service response time leading to enhanced customer satisfaction.
- Warranty tracking
- Auto Generation of franchisee claims helped for timely payment

"We have seen drastic improvement in service response time and resolution leading to enhanced customer satisfaction. Customer Satisfaction Index has gone-up remarkably"

- Mr. Girish Shah, Head, Customer Service

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