



A MULTI-CHANNEL CUSTOMER SUPPORT TO A HOME APPLIANCE MANUFACTURER COMPANY

Project Overview

Client looked to outsource their in-house contact center as they want to centralize all customer management and servicing

Industry

Home Appliance Manufacturing

Start Date

June 2015

Channel

Phone, Email and SMS

Services

Phone, Email, SMS, Fax, Social Media and Chatbot

Language

English & Tagalog

HOOP

8x6 Operation (Monday-Saturday)

Organizational Structure

(1) OM, (1) SV, (2) TL, (17) AG

Site

transcosmos Asia Philippines

Challenges

Client aims to improve their website's FAQ section to boost visitor engagement and address the initial customer complaints, thereby reducing the necessity for home service requests

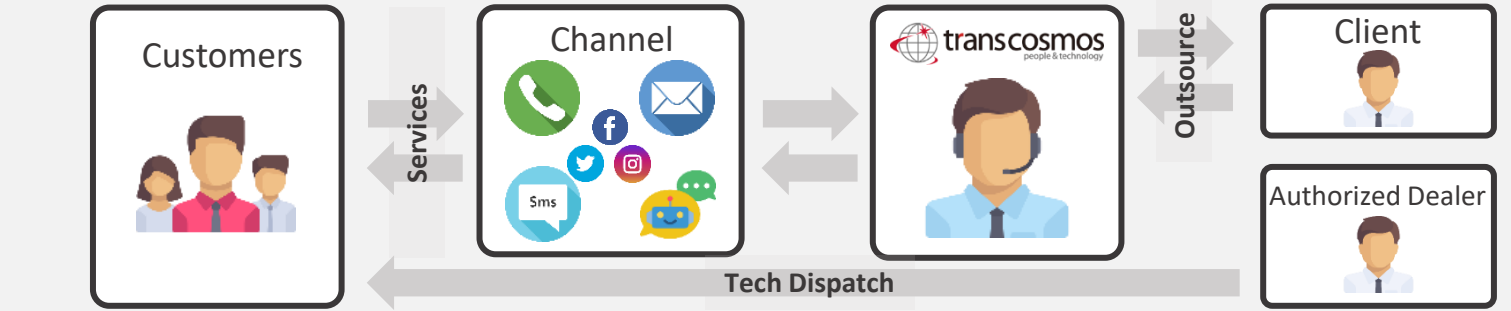
Solution/Initiatives

- ✓ Collaborate on the FAQ project with other regions (Vietnam, UK, Malaysia) by conducting FAQ Analysis activities and creating and uploading FAQs
- ✓ Add more FAQ content on the Support Website using insights from the Call Center Voice of Customer (VOC) drivers

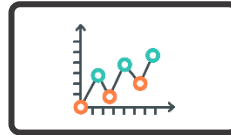
Insights

- ✓ 926 FAQ content added in the Support Website using Call Center VOC drivers
- ✓ 68% increase in customer visits to the FAQ page

Process



Initiatives



Partnered with the client in meeting Global KPIs for PH



Continuous Upskilling

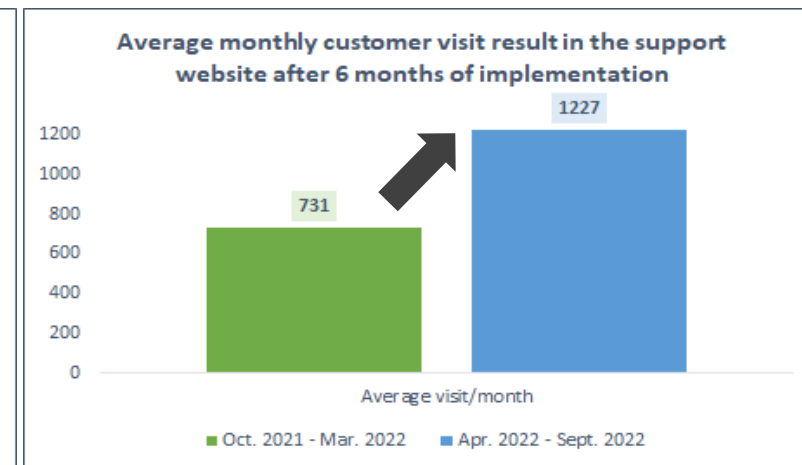
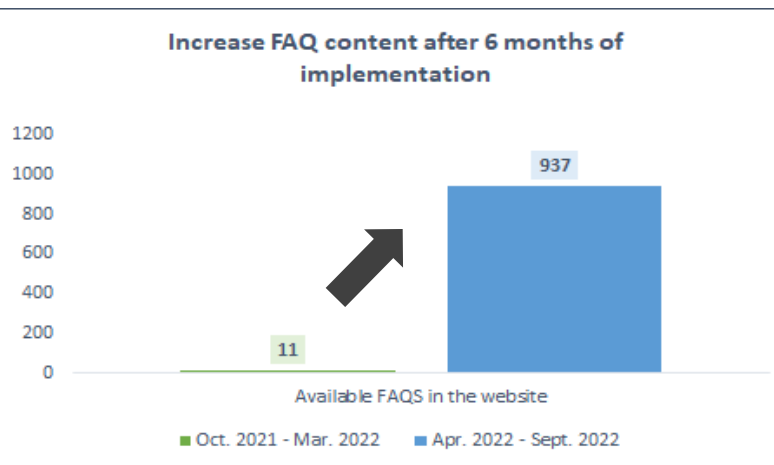


Enhancement of the FAQ section of the PPH website
















Gather insights through social listening on Facebook, Twitter and Instagram

Result



CUSTOMER JOURNEY MAPPING

Persona	A customer who purchased a home appliance and has observed a problem with the unit			
Phase	Search for a contact to inquire	Reaching out the list of contact information gathered	Reporting the problem encountered in the unit	Was able to book an appointment for a technical dispatch
Touch Points	<ul style="list-style-type: none">  Search the contact number in the website  Ask the authorized dealer where the unit bought  Search for an authorized service center  Ask a relative who has the brand or experienced the same problem 	<ul style="list-style-type: none">  Decide which channel you would like to contact (Call, Email, Chat etc.) 	<ul style="list-style-type: none">  Providing the customer's information to check the record  Providing the information of the unit  Taking note some of the basic troubleshooting steps 	<ul style="list-style-type: none">  Taking note of the Reference number and the schedule of the technical dispatch
Thoughts	<ul style="list-style-type: none"> • How much would it cost for repair? • Is the unit still under warranty? • How long will it take for a tech dispatch? • Do some basic troubleshooting in the unit 	<ul style="list-style-type: none"> • How long would it take to reach out a customer service? • Do I have a phone or email that I can use in contacting the customer service? 	<ul style="list-style-type: none"> • How much would it cost for repair? • Is the unit still under warranty? • Where can I see the model number/serial number? • What is the nearest service center in my location? 	<ul style="list-style-type: none"> • The agent was kind in assisting my concern • There's now a solution to my problem
Feelings				
Insights		<ul style="list-style-type: none"> • Offers multi-channel support though Call, Email, Chat, Social Media and Chatbot to serve all types of customer • Enhancement of the FAQ section of the PPH website 		<ul style="list-style-type: none"> • Support social listening to get insights from social media channels regarding any comments or feedback to the client's product or services • Continuous Upskilling of the agents