

The largest DTH provider in India optimizes customer experience through operational excellence

Challenge

- The DTH service provider's contact centers were scattered geographically because of rapid growth & diversification
- As they were directly handling consumers, dealers and distributors, spike management was a big challenge
- The client also wanted to reduce average transaction time for routine & standard interactions renewal, activations & recharge through intelligent call routing

Solution

- Servion took a consulting lead approach to assess the clients existing customer experience strategy and their technology stack
- Areas of improvement were identified, and a consolidation strategy was proposed based on industry best practices and Servion's two decades of CX expertise.
- A scalable and flexible managed services model was offered, including models for cost and self-service optimization

Results

- The Servion CX solution enabled the client to
 - Enhance self-service and reduce average hold/ handling times
 - Reduce number of calls serviced by agents
 - Achieve economies of scale through management efficiency
 - Gain consistency of experience

