

Self Knowledge Assembly Platform Transforms Customer Service

For a Leading Protection and Assistance Company

A one stop assistance platform that, with its innovative products, is helping digitally native consumers always remain in control and never feel vulnerable about things they are most dependent upon



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Devices



Wallets



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Appliances

Behind the Scenes

Digitally assisting customer service associates may seem like a simple incremental addition to traditional call centers, but implemented properly, it can bring about a tectonic shift in customer satisfaction.

Equipping service associates with the right digital tools not only reduces costs, but also creates a differentiated value proposition and increases brand advocacy.

1 Strategy and Objectives

The assistance and protection services provider needed to make the complete query resolution process more efficient. At the same time, it was required to leverage the huge amount of customer data being generated during service calls to garner actionable business insights and create competitive differentiation.

- Enable next-gen self assembling digital assistance solutions
- Deliver advanced end user analytics
- Discover newer dimension of business

2 Value Chain

On an average, it took a customer service associate at least 15-20 minutes to close a call. Other procedures such as creating call logs robbed another 15 minutes of an associate's precious time. Also, there was no system in place to glean insights from the calls. Digital migration was imperative to keep pace with evolving market requirements.

■ **Customer Service**

■ **Enterprise Data**

3 Enablers

Leveraging our proprietary solution mCaaS™, we enabled speech to text functionality to automate call log creation. Furthermore, our solution empowered the client to classify audio files and conduct sentiment analysis to derive actionable insights.

Log stack and predictive analytics anticipated future application failures and helped maximize the efficiency of the entire system.

■ **mCaaS™ – for digitally assisting customer service associates**

■ **Advanced Dashboards – for measuring & visualizing insights**

4 Digital Capital Delivered

Digitizing customer care freed up the agents time, enabled them to resolve more queries per day, and improved the overall customer experience.



Enhanced end-customer satisfaction by 37%.



Reduced call resolution time by 40%.



Decreased call summarization time by 60%.



Increased cross-sell and up-sell opportunities by 10%.

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, **Internet of Things**, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital . Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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