

Tech Mahindra Business Process Services

# A Holistic Retail Solution

Whitepaper



## Retail – The world as a marketplace

The Retail industry whether brick or mortar/ e-commerce - the biggest challenge faced by it is fulfilling customer expectation. With ever-increasing dependency on technology, today's customer wants a simple yet personalized shopping experience whether in a store or online.

## Introduction

Retailers face a daunting task to map customer experience to ensure increase walk-in and conversion rate - factors directly correlated with positive customer experience. With cost involved in direct acquisition of technology, work force and infrastructure - outsourcing is one option that can help retailers to solve issues faced by them.



**Issues faced by the Retail organization - How BPO Service Providers can help (Retail Sales opportunities from traditional brick and mortar sector)**

**a**

Customers want a modified & simpler GUI ( graphical User interface) when it comes to a personalized shopping experience - Easily doable by BPO Service providers using next generation plug and play platform services and by effective website management.

**b**

Getting on the bandwagon of E-Commerce – Every Retail organisation who is not online is hampering its business and to go online they need technology and large investment - BPO service providers can easily provide this through technology inception and by setting up protocols for online customer management, technical queries, loyalty program etc...

**c**

Customer Centric Approach & Smart Selling - Retailers are looking to provide smart options to the customers and gain new customers through customer analytics (sentiment capture analytics, target market, product trending etc...) - BPO Service providers through effective Social Media analytics, website management & marketing services can reach bigger section of the market and also tap uncharted market area increasing revenue and better supply management.

Briefly key challenges faced by Retail Industry include need to go digital, reduce costs, gain foothold in new market, customized solutions/ offers for customers, easily accessible & usable GUI and better real time tracking management.

Tech Mahindra Business Process Services hosts a bouquet of Digital Solutions, which can easily counter all above issues by use of technology. This would not only help in running your existing business smoothly but also with bringing in value add services like Consulting and analytics can help business grow exponentially.



Tech Mahindra Business Process Services offers an all-inclusive bunch of BPO Retail solutions which covers complete customer cycle which encompass customer service, technical help desk, website management, Master Data Management, Finance & Accounting, Supply Chain Management, Digital Operations, Social media analytics and real time tracking

## Tech Mahindra Business Process Services - A holistic bouquet of BPO Retail Solutions

### Contact Centre Solutions:

Customers are looking for a simple yet personalized support framework when they do shopping – whether it is in a shop or online. With this, they are also looking forward to a customized, simple and quick customer support and with technology roped in; choice of means to connect with Contact Centre is not limited to Voice calls and has spread over to non-voice means including Social Media Channels.

Tech Mahindra Business Process Services provides a 24\*7 Next Generation Contact Centre Solutions, which covers complete Life Cycle of the customer i.e. from customer acquisition, customer services (technical & non-technical) and retention. This includes value added services like upselling and cross selling.

For this, we have our NG Customer Management Suite called CareXa. It is a bundle of services, which includes Analytics, Customer Management Service, Robotic Process Automation and Consulting. Following are the steps, which help to define a robust and comprehensive contact centre framework for any Retail Organisation with the focus on Customer Acquisition, Customer Services and Retention.

- A detailed study is done by our consulting team which comprises of Six Sigma Black belts individuals of Retailers current customer management framework which includes IVR system, Website, analysis and deduction of customer feedback given online and a list of strengths and weakness based on primary or secondary study of the customer feedback;

- SWOT analysis when done - a correction plan is shared by the consulting team to the client which gives a detailed account of requirements at each channel;
- Tech Mahindra Business Process Services automation team works on the IVR system to make it simpler yet cover all aspects and this lead to the introduction of SPEECH ANALYTICS service which ensures that system recognises the key words used by end customer and accordingly provide assistance;
- With the proficiency to deliver services globally through 27 delivery centres and in 54+ languages, a detailed and comprehensive training plan is prepared with strict SLA's that can be tracked by the client . This training includes soft skill training, Detailed and targeted approach towards selling, means to identify the triggers and to respond accordingly on the triggers which persuade a customer to buy, Details on how to reduce AHT and over all a pleasant customer experience;
- The also includes introduction of the RPA Plug and play platform tool called UNO which assists in Desktop Unification and plays an integral part in enhancing customer experience as an associate doesn't have to toggle between screen to provide necessary information to the end customer and thus reducing AHT;
- Tech Mahindra Digital Designing Team works to provide a new look to online portal to make it more convenient for shopping and secure for ensuring payments made seamlessly and without any security concerns.

Tech Mahindra Business Process Services ensures that our Contact Centre acts as a one-window solution for covering all aspects of Customer Life cycle in a Retail environment starting from Customer Acquisition, Customer service and Retention.

#### Robotics Process Automation and Unified Desktop Support (UNO)

An end customer when calling needs two things on principal - Quick and correct resolution. One thing that is extremely necessary for it is a single window CRM system, which ensures that the agent on one screen can access all relevant information.

In Retail environment – if the AHT is higher it could lead to agent burnout or dissatisfied customer and it curbs the possibility of any upsell or cross sell opportunity.

For this Tech Mahindra Business Process Services introduces UNO – Robotic Process Automation tool which unifies multiple desktops and ensures that all information is available on one screen. Following are its main features.

- Complete Automation of repetitive tasks and partial automations for cognitive input requirements;
- Non-intrusive and highly secure tool which doesn't need any Integration with IT systems

#### Realized Benefits

- Reduction in Average Handling Time by 20 to 30%;
- Increase in productivity by 20% to 30%;
- Better Customer Experience

#### Highlights

- Minimize manual interventions
- Improve customer experience & reduce average call handling time
- Meet growing volumes & reduce agent training & on boarding time

In short using this bit of technology, we ensure an enriched customer experience, which in turn help in generating opportunities for customized selling to the customer and ensures a quick and error free resolution to them.

#### Social Media Analytics

A necessity to ensure customer retention and increase customer repetition

In an ever-changing Retail environment, one thing this is utmost necessary is gauging customer expectation in terms of what kind of services/ product is required and what aspect of a particular service or a product of a respective retailer is not trending.

Retailers who fail to evaluate this ends up losing customers and market share eventually.

Tech Mahindra Business Process Services brings in its Social Media Analytics & Reporting tool called SOCIO.

This acts as a Social Media Command Centre and helps in analysing the customer feedback received through any Social media channels, which are then categorized and shared in simple business reports, which provide detailed insights on what all is required by Retailer for business enhancement and positive customer

# How does it help in new customer acquisition?

Specialists to search social data to know what the people are discussing about the products & services on offer.

- Socio-listen to all messages and track it in the profile. Smart routing and smart filtering capability to identify relevant messages
- Services – Engagement specialists to validate the leads and enter into engagement for qualified leads

Add potential leads to the Lead Management System maintained by the engagement specialists

- Socio- Lead Management module to store all information
- Services – Engagement specialists to procure all details about lead and enter into the system

Tap the Opportunity - Reach out timely and effectively through our engagement specialist

- Socio- Facilitate the specialist to engage with customer through tool
- Services – Engagement specialists to follow up with customer and convert

## Engagement Services – Campaign Management

Targeted campaigns in social media for cross sell, up sell and lead generation

### Publishing

- Regular updates
- Disciplined approach to publishing
- Scheduling of posts based on analytics/performance measurement
- Check for correctness for data in campaign
- Calendar of campaigns/posts maintained
- Customized content based on the social channel

**Tool Play:**  
Multi-channel publishing, advance scheduling  
**Services:**  
Carry out above mentioned activities and push the message to the social channel

### Moderation

- Profanity control
- Junk filtration
- Spam moderation
- Crowd sourcing

**Tool Play:**  
Listen and track responses to the campaign  
**Services:**  
Clean data received to ensure correctness and relevance of tracked messages

### Measurement

- KPI definition
- Tracking KPIs
- Creating scoring methodology
- Defining success/failure criteria of campaigns

**Tool Play:**  
Measure SOV, Reach, Influence and other KPIs  
**Services:**  
Configure tool/dashboard for defined KPIs

### Post event analytics

- Comprehensive reporting of campaign performance
- Channel wise reporting
- Day wise reporting
- Key reasons for success/failure
- Timeline analysis
- Keyword performance
- Competitor campaign analysis

**Tool Play:**  
None  
**Services:**  
Create reports for above mentioned criteria and share with concerned teams

## Customer Retention

Customer Retention is one of the most critical aspect for any business. Given the present competition level in the Retail Industry, it becomes highly imperative for organisations to plan and execute strategies for retaining their customers. This begs the question that how outsourcing can assist in solving of the key issues which is very much relevant to all Retail organisations whether brick and mortar and/ or e – commerce.

### Customer Retention based on following aspects

Quick FCR - First Call Resolution;

Immaculate customer knowledge i.e. customer spend history, type of product used, Total spend etc.

Enhanced customer experience which could be attained by quick and easy resolution and better connectivity for customers to connect with customer service channels understanding requirement of the customer; Comprehensive yet simple and customer friendly interface

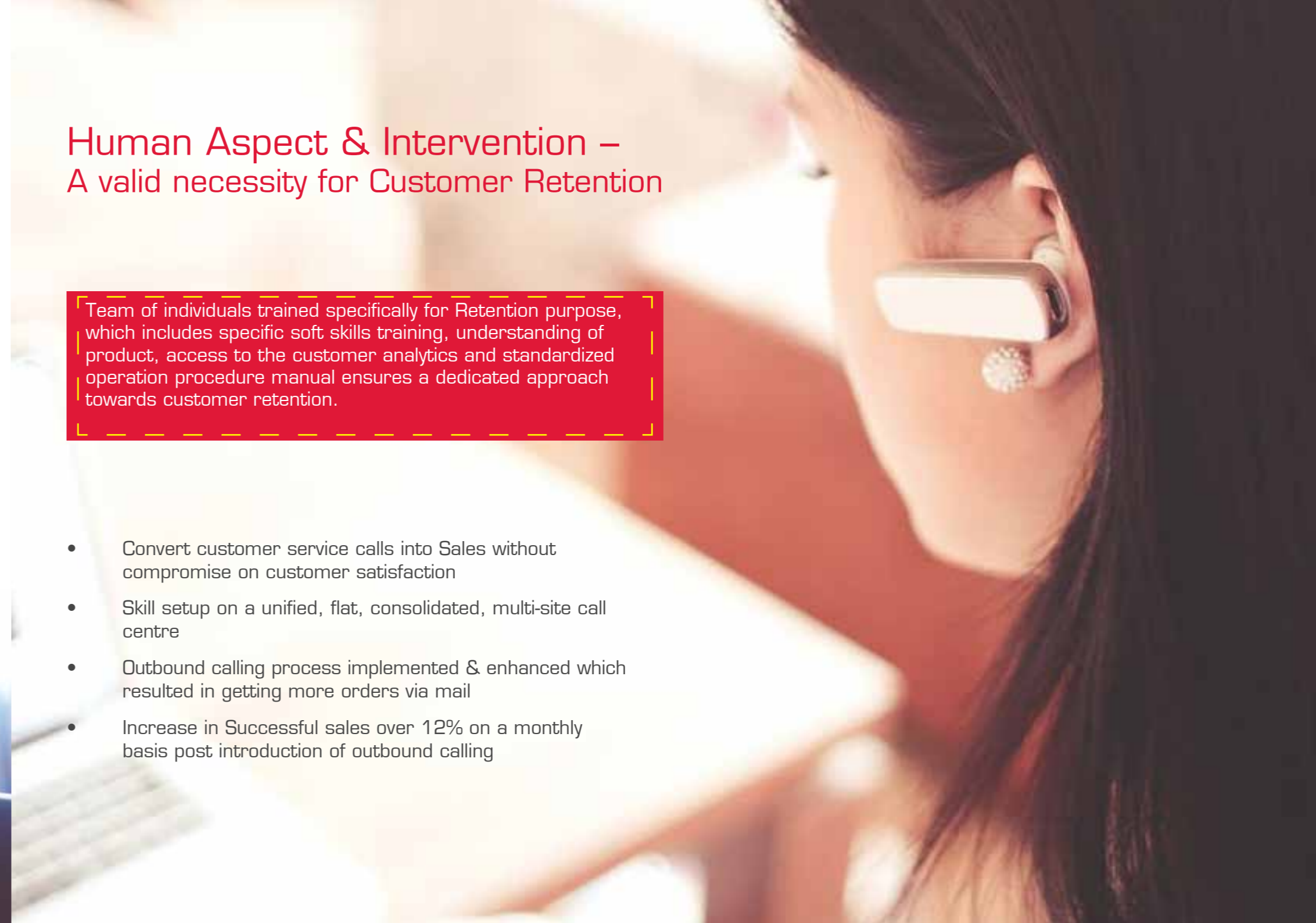
Tech Mahindra Business Process Services provides solutions such as CareXa - next generation customer management suite with consulting adding extra punch can cater to all above mentioned issues.

Outsourcing organisations can be very useful when it comes to solving such issues as with the help of highly trained individuals and by mitigating the basic pain points for the customers using plug and play technology tools/ applications and by their proper application which is determined by proper due diligence of the customer's existing process.

## Human Aspect & Intervention – A valid necessity for Customer Retention

Team of individuals trained specifically for Retention purpose, which includes specific soft skills training, understanding of product, access to the customer analytics and standardized operation procedure manual ensures a dedicated approach towards customer retention.

- Convert customer service calls into Sales without compromise on customer satisfaction
- Skill setup on a unified, flat, consolidated, multi-site call centre
- Outbound calling process implemented & enhanced which resulted in getting more orders via mail
- Increase in Successful sales over 12% on a monthly basis post introduction of outbound calling



## Key Differentiators

Received Lead ranking from an analyst fraternity for one their research covering respective vertical

a

Retail capabilities in voice and data services including employee helpdesks, multichannel CRM support, ecommerce design and support, storefront operations support for inventory visibility, product information, and promotions support combined with IT solutions sets us apart from our competitors.

b

With firm client relationship and with flexible pricing available - clients sought Tech Mahindra as one of the most supple service providers.

c

## Key Benefits Delivered

- Over 20% reduction in workload (reduced handle time) with the help of BOTs
- 8.2% increase in CSAT by improving call efficiency and quick resolution
- 14% increase in productivity through desktop unification.
- 8.3% increase in phone rep satisfaction through simplified solutions.
- \$ 4.11Mn annual cost reduction provided through 23% reduction through workload.

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Connected Experiences.