Case study
Micromax

Alleviating customer anxiety

mi cromax
nothing like anything

At a glance
Micromax

Company Background

Micromax is one of the leading consumer electronics company in India and the 10th largest mobile phone player in the world. Over the past decade, Micromax has pioneered the democratization of technology in India by offering affordable innovations through their product offerings. Micromax is currently the 2nd largest smartphone company in India. Micromax is a brand which is close to the heart of the youth and celebrates the vibrancies of life and empowerment. Micromax sells around 2.3 million Mobility Devices every month, with a presence in more than 560 districts through 1, 25,000 retail outlets in India.

http://www.micromaxinfo.com

Wins for Micromax

- 37% complaints are resolved through automation.

- Customers are less anxious about handsets in service centers' custody because of frequent, intelligent communication and quicker resolution.

- 30% improvement in Micromax C-Sat score for negative mentions online.

- Near real time first customer response.

60%

Reduction in time spent on resolving online complaints.

The Story
Process innovation

Context

Micromax has a network of ~800 service centers spread across the country with presence in rural as well urban areas. These service centers are spread across geographies at four different levels. The basic level is in Tier 3 towns and villages where service centers are authorised to change or upgrade the software. Additionally, there are ~700 Level 2 centers and fifteen Level 3 service centers and one Level 4 center.

Goal

The team at Micromax felt that in many respects the service centers were a black box. A common occurrence when companies outsource service centers to a third party. The service issues came to light as negativity around the brand was growing online. The biggest problem was anxious customers wanting to know the status of handsets deposited at service centers and the estimated repair time, etc. The team at Micromax was finding it difficult to communicate directly with customers and also get their feedback regarding the interaction between them and the service centers. Micromax expressed an urgency to identify process loopholes and plug them using technology. The company wanted to stand out as a brand that cares for customers and is transparent in communications.
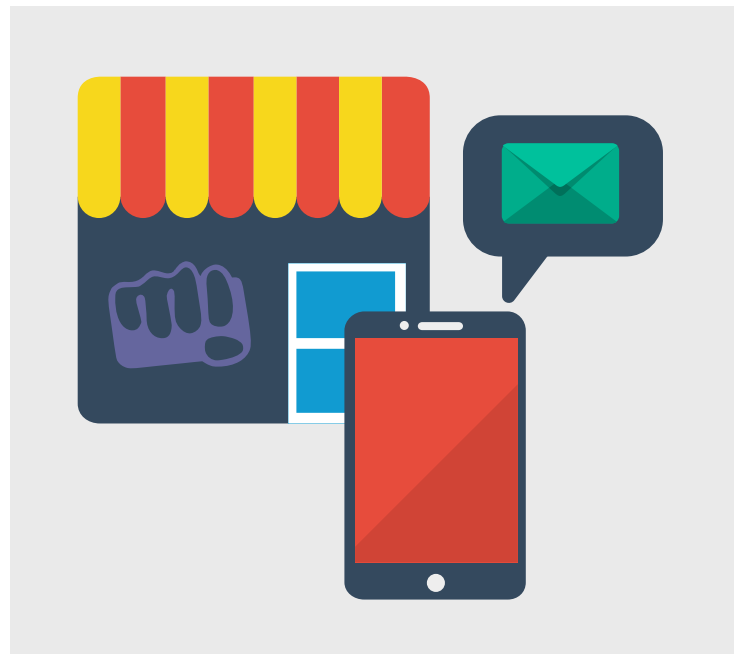
Implements

- Intelligent API integration with Micromax internal CRM.

- Smart communication/ notification channel between 800+ service centres.

- Analytics and a numbers driven approach and robust feedback-capturing mechanism to identify and plug process loopholes.

Technology deployed

- **OneDirect Workflow Engine**
  Intelligent technology which automates assignment of mentions using advanced business rules and workflow architecture (integrated with your CRM).

  OneDirect Indic Crawler
- Custom-built algorithms and crawlers to track online mentions across complaint forums/ blogs in India.

Approach

Micromax and Akosha OneDirect formed a Joint Action team to define the process.

Once the challenges were clearly articulated, the Akosha team and the Micromax special projects team formed a Joint Action Committee(JAC). The JAC collaborated on finalizing the overall plan for a defined process roll out. This involved deployment of OneDirect Workflow engine along with smarter API integrations with the CRM system.
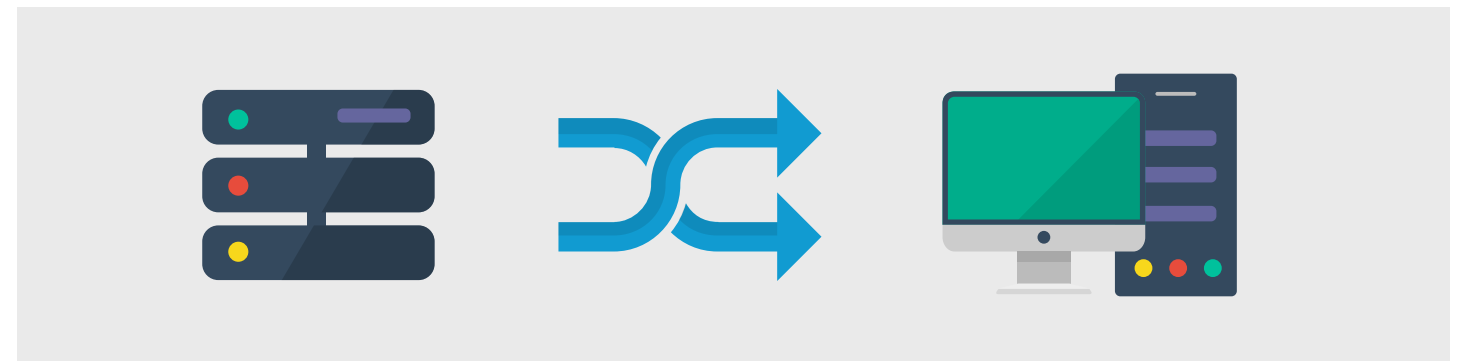
As soon as an interaction happens with the customer at the service center or online, the two systems interact, and information is exchanged. Based on the different permutations and combinations that arise out of the exchanged information, intelligent communications are sent to customers over email and SMS updating them on the status of their issues and complaints. Customers are also informed about the estimated time lines for Micromax team to get back to them.

The JAC felt that real time responses to customers would make them appreciate the transparency and efficiency of the brand. The Micromax team liked the idea and gave the Akosha team the go ahead.

Solution

Akosha OneDirect Intelligent API integration with Micromax internal CRM.

Blueprints of use cases and process workflows were prepared by the JAC. According to different permutations and combinations there were ~200 use cases pre-built into the Akosha OneDirect workflow engine and these would cover all the current statuses that come out of the CRM.

Once API integration was done and the OneDirect workflow engine deployed the effect was immediate. Now while filing a complaint on a brand channel, a customer is requested for a unique identifier (UID) like IMEI number or Jobsheet ID. This is fed into the OneDirect workflow engine. The workflow engine interacts with the CRM and gathers more information around the complaint. The system notifies the service centers (keeping in loop the corporate team) about the online escalation/ online customer issue. The customer is sent an email and SMS informing him of the current status and estimated resolution time.

In instances where handsets are being swapped for new handsets (because of unavailability of spare parts or length of time being taken for repair), a real time notification now goes from Micromax to the customer and the service center, where earlier the company was depending solely on the service center to communicate the same with customers. This helps bringing in a lot of transparency in the process.

Net-net, online customer experience is being driven in a big way by a numbers driven approach and deployment of smart and intelligent technology systems.
Micromax has been able to exploit social analytics to its advantage, helping prove, with supporting data, that its new customer experience management system deliver the exact experience that its customers want.

About

ONEDIRECT

Akosha OneDirect was launched in 2009 with an intention to help Indian brands overcome the challenges associated with Customer Experience Management. Over the past 6 years, Akosha OneDirect has evolved into a pioneer in the CEM space with a suite of world-class products. OneDirect is a social CRM platform that helps brands in managing their customer experience across all online channels.

www.onedirect.in

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