



Brand call status registration for Electronics retailer

Company Background



This is a billion dollar revenue company in India, which is one of the biggest consumer electronics retail store chains of the country. They are a subsidiary of one of India's largest conglomerates.

They have more than 400 retail stores (in addition to the online store), all over the country with a product range of more than 500 products like AC, Washing machine, laptops, smartphones, televisions, home appliances etc.

Need of the client: Brand call status registration



The client runs a huge customer service department for the complaints and requests sent by their customers, for the products purchased from their stores. All the data gathered by the customer service executives on the calls and emails is stored in their Salesforce system for the further process. Now all the installation and repair requests received from the customers are needed to be sent to the brands, selling the electronic appliances for the further process. Once the request has been taken care of, the status has to be updated in the system.

BEFORE AUTOMATION



There was a team of about 12 people working on and taking care of the installation and repair requests. They used to capture the data from Salesforce, reconcile it with the older data for any duplications or missing records and send it to the brands. They need to follow-up with the brands for the statuses of the call. Once the brands communicate the status, this needs to be uploaded back in the Salesforce.

This work was being done in 6 to 8 slots per day and it used to consume the entire workday of these 12 agents.

There was also a risk of manual errors and delayed responses from the brands. This used to hamper the Turn around time for the customers, which is one of the most crucial factor for any customer service department. The brand follow-ups used to take a lot of efforts from senior management, which is now saved.

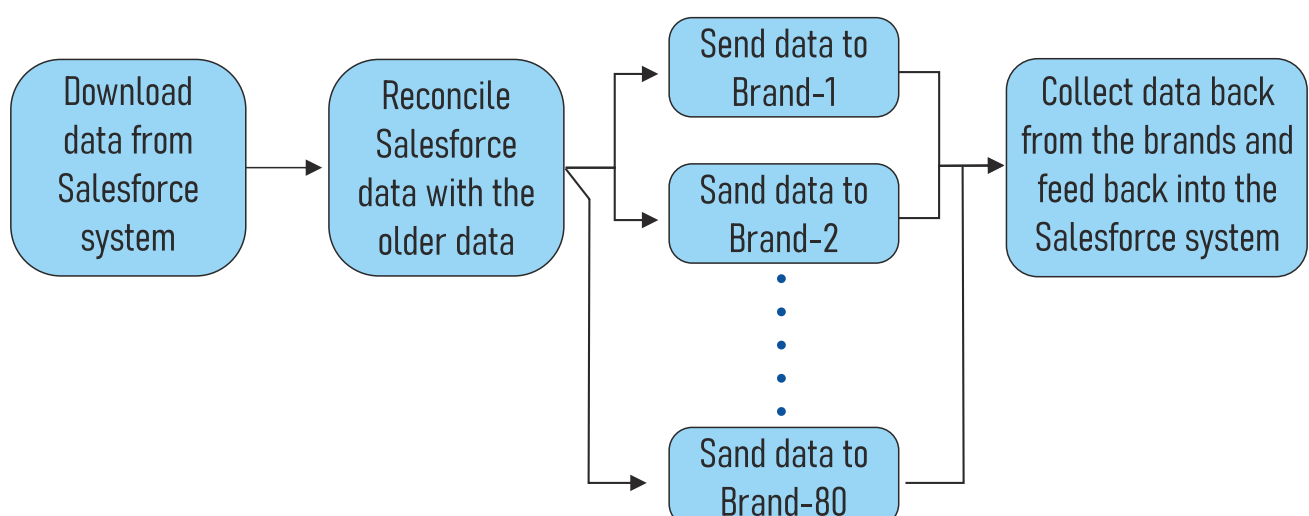
AFTER AUTOMATION



The entire process is automated for almost 80 different brands. The data is either sent to them via API or via web portals. A total of 250 bots are built for this purpose.

The automation saves more than 3000 manual hours of work per month. This has also marked an estimated 70% betterment in the turn around time for the customer requests.

Here's the high level flow of the RPA solution proposed to this client.



The people assigned for this job are now able to monitor this system, and are able to focus on some other work given to them.