

ValueFirst Solutions for Customer Service

Enhancing the customer experience

“This era would belong to companies who would be able to create a better customer experience with a marginal addition to their cost base”

Why create a mobile service channel?

No company can afford to ignore the customer in today's world. Increased competition demands organizations to maintain a relationship with the customer through multiple service channels – *both using offline channels and electronic channels.*

Today with a huge percentage of the population carrying mobile phones, mobile channel is the best medium to engage the customer and in the process improve the customer stickiness.

Why use SMS over voice?

SMS is gaining the acceptability as the preferred mode of customer service because it has two-way capabilities; it is fast and cheap and is less time-consuming for the service staff.

SMS offers the following advantages as a channel of customer service:-

- **Instant:** No delay even if phone is busy/switched-off
- **Automated:** Automatic relay of critical information
- **Two-way:** Instant processing of customer queries
- **Targeted:** Specific message can be conveyed based on the consumer profile
- **Cost:** Significantly cheaper than other medium
- **Anywhere/Anytime:** Mobile is always in the pocket
- **Personal:** Highly effective as communication to an individual

SMS provides a cost effective means to engage the customer and build a long-term relationship

ValueFirst's Killer Application

- **Express** – Remote customer care centres can receive updates on product/service on the fly over the GSM/CDMA network
- **Barcode Manager** – Coupons/Vouchers can be issued to customers as a bar-coded SMS which they can redeem anytime.

ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators internationally
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Highly configurable products - processes can be configured on-the-fly
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- 24 * 7 support

Bouquet of mobile messaging Services

Alerts/Information: Automatic pushing of relevant and/or critical information to the customer based on configurable business rules

Queries/Complaints: Customers can log in their complaints/queries by messaging at a short-code or long-code, upon which they receive an automated reply or a phone call

Order Booking/Tracking: Customers can book the orders and track the delivery of orders using Pull based services

Service: Customers can be sent birthday greetings etc. and informed about new schemes, discounts and service renewal

How some of our clients have enhanced their customer experience?

ICICI Lombard

- PUSH acknowledgement of payment receipts to customers
- Customers can use PULL messaging to track their claim status

Whirlpool

- PUSH alerts to dealers/distributors in the event of cheque bounce
- PUSH service requests to service engineers on customer complaints

Hewlett Packard

- Place instant order to the dealer nearest to the customer location using EMAIL-2-SMS services
- Receive acknowledgement about product delivery from the dealer

Competent Automobiles

- PUSH alerts on service due, insurance due and payment reminders

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