



A Leading Automaker Improves CSAT Score Using Digital Transformation Services

Summarizing situation

India’s second largest automaker was struggling to get insights on the technical issues or breakdowns faced by their customers. Also, there was no data available about how quicklytheir team of expert engineers resolved customers’ queries. In absence of a digital platform for issue escalation and resolution, they were unable to capture data points accurately for analytics and were also missing a structured knowledge repository for training the engineers and faster resolution.

Solution

Creation of a digital platform to establish communication between dealers and expert engineers and ensure the timely escalation of customer issues.

Softude’s professionals designed and developed a custom web-based solution using open-source Laravel technology. The first phase of the solution was implemented across 31 locations and connected more than 400 dealers in one place. It ensured smooth communication among more than 3000 users including dealers, manufacturers, and expertengineers.

How does it work?



Solution outcomes

- Quick turnaround to customer improved CSAT
- Visibility of KPI analytics such as response time, issue resolution time, number of escalated cases, types of issues reported, etc based on location, product, team member, and other parameters
- Insights to R&D division on commonly reported faults
- Savings in on-site travel cost through optimized route plan for engineers
- Knowledgebase helps dealers' engineers to resolve issues quickly therefore the lesser number of escalations for expert engineers



About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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