

Case Study – Consumer Durables

Application: Complaint Logging
Industry: Consumer Durables

Whirlpool - A Profile

Whirlpool India is the one of the largest Consumer Durables Company in India. It markets its products (washing machine, refrigerators) through dealer channels. Service Center of Whirlpool directly handles product Support. Customers call the Service Center and register their complaints. The Customer Center deputed its engineers to visit the customer site and rectify the problems.

The need for a call center

Whirlpool needs a cost effective and efficient solution to enable it to service the customer complaints and queries. It also needs to be in close and regular touch with its existing clients for cross selling other products

A Complaint Logging Call Center represents a scaleable and cost-effective solution for servicing the customer. Customer Service Representatives (CSR) handle existing customers, recording their complaints and scheduling them to be attended by the Service Engineers reducing the response time of field support team.

The CSRs also need to call and talk to the clients to check the complaint resolution status.

Call Center System

Whirlpool had implemented Lucent's Definity Call Center for their Delhi Operations.

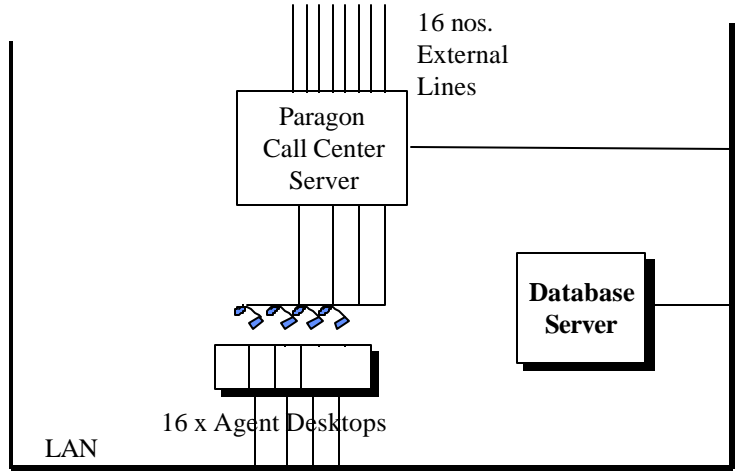
The Cost of maintenance and operation was very high. The cost of integrating and implementing CT enabled services like integrated screen popup, IVR and integrated Fax on Demand services was a major issue. Lack of suitable MIS was another area of concern.

Consequently Whirlpool evaluated server-based Call Center solution from Parsec and decided to implement the Paragon Call Center and replace the existing Lucent Definity system

Features:

LAN	TCP/IP & Novel
Database	MS ACCESS with 1 million records containing customer details
Database Server	Novel
Number of CO Lines	16
Number of agents	16
Call Switching	Through CTI Server
Call Type	Incoming, Outgoing
Services	4

Whirlpool Call Center Solution



Parsec Paragon Multimedia Call Center Solution

Parsec's Call Center addresses the needs of **Whirlpool**

- An Inbuilt IVR front-ends the call of the customer offering various options.
- Based on the Caller input, the IVR plays out the requisite information or connects the call to a free and suitable CSR, along with a "Screen Pop-Up" detailing the client interaction history.
- CSRs can talk to the client, update customer database, call in a supervisor, transfer calls along with associated data, reschedule calls, etc.

Benefits Realized

- Lowered Costs of operation. Paragon Call Center is a single vendor system lowering the system maintenance and operating costs.
- Improved Performance: Reduced agent fatigue to increased complaint handling rates by 25%
- Satisfied Customers: Prompt handling of calls and easy access to data will reduce hold times and efficient handling of queries.

Planned Enhancements

- Scale up solution to 24 agents
- Expand to 7 metros and major cities

Functionality

- **Multilingual Capabilities:** The system can respond depending on the caller's preference.
- **Automated Interactive Voice Response Services** for inquiries on marketing information, recording complaints and claim inquiries.
- **Fax-on-Demand services** for information on various schemes and various forms.
- **Predictive dialing** for cross selling.
- **Recording of agents' conversations** for purposes of monitoring and training.
- **Skill based routing** depending on DID digits, IVR selections, or agent skills such as language and nature of service required.
- **Call details** including statistics on call lengths, options selected by users, and wait time entered in a standard database.

Contact Information

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