Online Customer Complaint Registration and Tracking System

Quest Informatics
Professional. Reliable. Experienced.

A large European mining and construction equipment company formed a JV with an India based company. The company placed a huge premium on service excellence and spared no efforts to ensure quick and reliable service. The JV had imbibed and rolled out best practices followed up in Europe to ensure its clientele in India enjoyed the same level of premium support services that had helped build unique brad experiences globally. JV invested in continuous monitoring of its service and support professionals to ensure high quality of service delivery. With more than 25 sites spread across India, the JV was following manual process for tracking all customer complaints. With multiple stake holders involved administration of manual records management was difficult and tracking each communication and escalations was prone to omissions and errors, and incomplete information capture. As a first step Management wanted develop a web based helpdesk system so that seamless data capture, sharing and collation could happen and information sharing and retrieval is easy. Client also wanted to provide mobile app to customers where they can reach customer support center to register any complaints or feedback about services. The objective was to create a platform to receive customer actions and take immediate action. Customer support center acted as a repository on service networks, contact details, track registered complaints, run campaigns and offers, etc.

Quest was selected based on prior experience in developing enterprise class web solutions. Based on an assessment study, Quest proposed a web based system with mobile app interface considering the following:

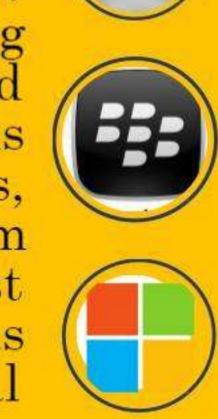Centralized Ticketing system to track all complaints

Visibility to management on each ticket status and summary

Mobile app to customer with multiple options

As a first step, Quest and Client mapped current manual process to create process flow along with project road map. Quest Helpdesk product was found matching up to 80% of client's requirement. To enable customer connect with the contact center all new machines came with pre-installed app. This ensured in times of need, all the client has to do is to initiate the conversation and not worry about how to reach out for help. When required, once the app was initiated clients could automatically contact service center to register and resolve for any kind of issues they faced. Quest team developed the app based on industry benchmarks and surveys of clients to understand various types of complaints and escalations that can emerge and associated departments. Quest designed user friendly mobile app forms based on multiple stake holders feedbacks, and beta test were done based on available information. Customer app was tested across devices for performance and ease of use. Since there were no issues, application was rolled out as a single point of contact for all kind of complaints beat sales, service, parts, survey, offers – etc. App was hosted in Google play store so that all the customers could download directly at their convenient time and place.

Mobile app was downloaded by more than 150+ customers.

Client organization successfully beta tested the mobile app and ticketing system across few regions and departments. Early adoption results were very positive, client rolled out the application over all locations and customers. All latest offers where available in mobile app from which generating enquiries was just on click of a button. Earlier team had manual process of tracking all issues and all call status where sent manually to all stake holders with status, ageing, summary – etc. Now everyone can access system and track status, receive escalations. Even though Quest supported on all changes, convincing Client on product was challenge as insisted to do lot of customization in initial stage.

How Online Helpdesk system has helped the client:

☐ Single centralized system for all kind of complaints and locations.
☐ Accessing service network and contacting them is easy
☐ Automatic call acknowledgement and closure mails
☐ Getting Genuine parts information made it very easy
☐ Started accumulating proper retail information's
☐ Reaching Call center is just a click of a button
☐ Unbiased customer feedback was collected and addressed.
☐ System driven escalations
☐ Customer can view status of each complaint
☐ Publishing new offers made easy
☐ Breakdown calls were addressed immediately
☐ Started updating root cause analysis based on different call types.