



Transforming the Customer Experience for Asia's Largest E-commerce Player

Our Customer

A leading Asian multi-billion dollar e-commerce giant with over 80 million products across 80+ categories

Business Imperatives

As one of the largest ecommerce player, the customer desired to enhance and ensure the best in class customer experience, which is the key differentiator that puts them on the top.

The customer was experiencing a pronounced gap in transactional quality metrics' performance. Their fragmented quality processes and on top 3-4 call drivers, the ecommerce provider's customer service representatives inability to address customer queries effectively, impacted customer experience. This lead to a dip in quality scores and market shares. The customer needed expertise to devise a roadmap to plug the gap.

Solution

Hexaware worked closely with the customer in addressing the customer-experience gaps and in optimizing their customer experience.

We undertook the following strategic interventions:

Lean Methodologies & Tools: Applied methodologies and appropriate tools such as Cause & Effect diagram tool to identify and screen possible root cause, identify corresponding solutions and implemented improvements. The top call drivers that were identified include identified tagging, documentation and inappropriate information, as key root causes.

Quality Function Deployment (QFD) and Control-Impact Matrix to assess quality in the delivery of service. QFD matrix aka voice of customer was implemented to identify customer needs, and recommendations were incorporated into their services.

Poka Yoke for Mistake Proofing: Designed & deployed a simulator working closely with customers' end clients for mistake-proofing. This exercise helped in increasing quality and performance of the ecommerce process, resulting in better customer satisfaction. A tenure wise, team wise and shift wise analysis was carried out in terms of error contribution.

Implemented bottom quartile management strategy to ensure optimum staffing of customer representatives, at peak intervals to maximize sales and help in improving Beef Quality Assurance (BQA).

Redesigned training modules & conducted refresher trainings across batches. Our solution helped in creating a robust top-line business impact and enabled the customer to retain its top position.



Business Benefits

The Hexaware solution enabled the Ecommerce Provider to improve its business performance with:

- Improvement in Quality scores from 65% to 81% in < 2 months
- Process control & risk analysis: deployed control charts for monitoring the quality performance
- Instituted process knowledge tests, solution documentation

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.

