

How an Indian Fashion Major Improved customer service by 22%

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Client Overview

A team working for India's largest fashion and lifestyle products player and part of the world's largest retail network. With over 3000 strong team and a hundreds of million dollar revenue business, the management was looking for an intervention to achieve the trifecta of improvement - **In Productivity, Quality and Customer Satisfaction.**

Key Challenges



Improve Customer Quality



Improve Productivity



Reduce process Errors

The management of the e-commerce giant needed to improve employee productivity and enhance the Customer quality and reduce the process errors while resolving customer issues.

The key challenges faced by the **Customer Service team** included maintaining the team's productivity levels while reducing process errors. Improved and more consistent productivity would help improve Customer satisfaction for the process.

Key focus KPIs that the team was measured on included KPIs like Individual Productivity, Customer Quality and Process Errors. Management also wanted to ensure the team remained **Engaged** and **Motivated**.

Nudge Coach Deployment

The **Customer Success Team** deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged the team daily on their focus KPIs and drove consistency in performance.

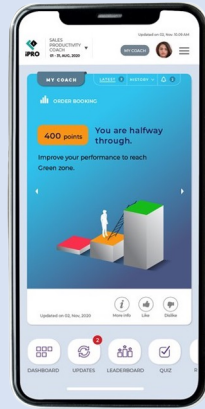
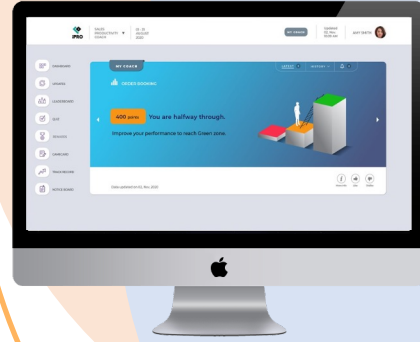
worxogo Nudge Coach assesses each Rep's motivational profile and nudges them daily on their KPIs. These behavior-shaping nudges oriented the team to resolve tickets faster with **lesser process errors** and **improve the quality score**.

Daily personalized nudges helped the team monitor their daily behaviors like Ticket Resolution Productivity. Daily communication with managers helped the team to focus on continuous improvement.

Managers got a bird's eye view of their team's performance and could easily drill down to each individual rep.

Low performers were quickly identified and guided immediately and good performer's **behavior was reinforced**.

Nudges and insights helped managers drive key behaviors that led to an improvement in scores for the end client.



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The Outcome

22%

Improvement in
Customer Quality

12%

Productivity

69%

Process
Errors

The deployment of Nudge Coach improved the business outcomes for each rep. There was a substantial improvement in Customer Quality in addition to the team improving their productivity and Reducing Process Errors. Increase in productivity was **12% over an already healthy base of 96% achievement**.

Reduction of process errors per rep from **19 to just 6 per person**, helped the management deliver superior, sustained customer outcomes.