95% NPS Achieved: Upgrading CX with Unified Customer Engagement Platform

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Overview

Recognized as the fifth-largest watch brand manufacturer globally, the client has established a legacy of excellence in the luxury watch industry. Known for their commitment to precision, craftsmanship, and design, they produce over 15 million units annually. With a relentless focus on innovation, they wanted to drive customer engagement and loyalty by streamlining their customer experience (CX) processes.

Objective

Implement a unified social media ORM platform to eliminate fragmented channel engagement and deliver real-time CX insights.

Business Challenges

Aiming to enhance customer engagement across multiple channels, they struggled with an increasing volume of customer inquiries while maintaining high service standards. Their primary challenges were:

- **Limited Multi-Channel Engagement:** Lack of timely communication across various channels.
- **Operational Inefficiency:** Less than 80% SLA maintained for email responses
- **Unintegrated Service:** Fragmented engagement channels like social media, chat, email, and voice with weaker insights

The Solution

Pioneering CX innovation, we established a Unified Customer Engagement Platform that integrated various communication channels, such as helplines, email, WhatsApp, live chat, and social media. This platform included an integrated Social Media ORM solution, which elevated digital engagement and enhanced customer interactions. The integrated output of these solutions led to real-time tracking, and adherence to COPC Standards for optimized service delivery.

Value Delivered

The implementation of the Customer Engagement Platform and Social Media ORM system delivered a streamlined information flow, higher agent proficiency and accelerated response times. Our strategic approach led the client to foster consistency and excellence in every interaction, driving long-term brand loyalty.

92% NPS score attained	**25%** 25% Operational Optimization	Boost in CX

Business Benefits

Multi-Channel Integration	Proactive Engagement	Elevated CX Quality	Brand Loyalty Enhancement