



HEXAWARE

Transforming Sales & Retention Services Through Virtual Relationship Management and Technical Support

How efficient operations and technical support transformed a global software company's customer experience.

Case study

Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Our client is a global computer security software company with thousands of end customers. It has offices worldwide, providing extensive technical support, customer service, sales, professional services, and more to its clients.



Challenge

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The problem faced by the client:

Despite having all the necessary applications, the client was facing a challenge with their customer satisfaction scores, which were consistently low. To improve these scores and seize better opportunities, it was essential to enhance the overall customer experience and increase engagement.

The primary pain points for the client were:

- Customer satisfaction (CSAT) scores: The client's CSAT scores from customer interactions, whether through voice or omnichannel, were inadequate. Improving the quality of these interactions was crucial.
- Lack of interactive end-customer engagement: Insufficient engagement with end-customers resulted in missed opportunities with potential clients. This led to a loss of new sales and poor agent retention. It was imperative to boost interactive engagement with customers.

To address these issues and achieve better results, the client needed to focus on elevating the quality of interactions and implementing strategies to enhance customer engagement throughout their journey.

What the client needed:

To achieve better results, the client sought improvements in the following areas:

- Overall service experience: The client aimed to enhance the service experience, encompassing aspects such as service, interactions, support, issue resolution, and satisfaction metrics.
- Technical support and issue resolution: The client recognized the need to optimize customer support and issue resolution processes to provide a better customer experience.

Client's requirements: Enhancing customer experience, quality, and sales

Solution

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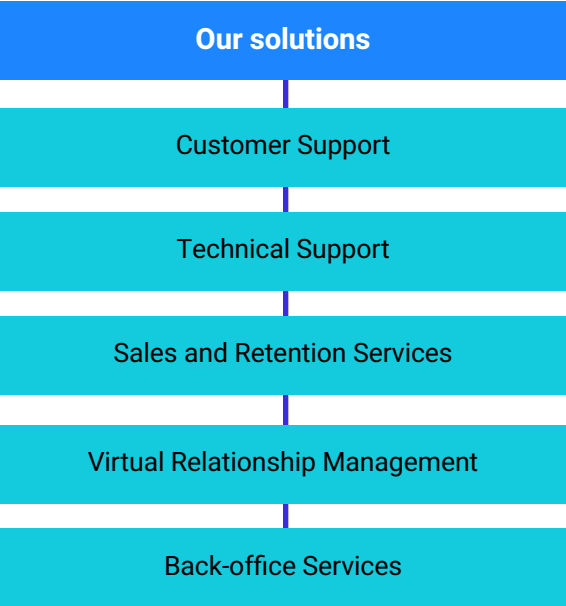
Hexaware implemented a comprehensive solution to address various aspects of customer service and improve overall performance. We helped the client achieve dynamic, operational best practices by implementing our interaction services, virtual relationship management, and back-office services. We used analytics to maximize customer retention and improve churn propensity and sales opportunities.

We focused on recruiting highly skilled and experienced customer service agents. These agents were adept at providing a perfect blend of technical support and exceptional customer experience. We also focused on honing the skillsets of our recruited agents by providing them with proper training to excel in their roles.

- Emphasizing our dedication to customer experience, we closed the loop on customer issues. Our dedicated team took ownership and collaborated proactively with customers for issue resolutions.
- We employed intent analysis techniques to identify potential churn cases. By promptly addressing dissatisfied customers, we successfully maximized customer retention with the help of our skilled agents.
- We prioritized customer feedback and delivered satisfactory service. Additionally, we provided field visits if necessary and utilized upselling/cross-selling techniques to increase customer loyalty and revenue.

- Our successful virtual relationship management strategy involved dedicated relationship managers (RM) supported by primary and secondary staff, ensuring effective customer management.

Hexaware’s comprehensive solution addressed the client’s challenges across several functions:



Hexaware enabled the client to deliver **exceptional customer experiences, boost customer satisfaction, and achieve better sales outcomes** while fostering lasting customer loyalty.

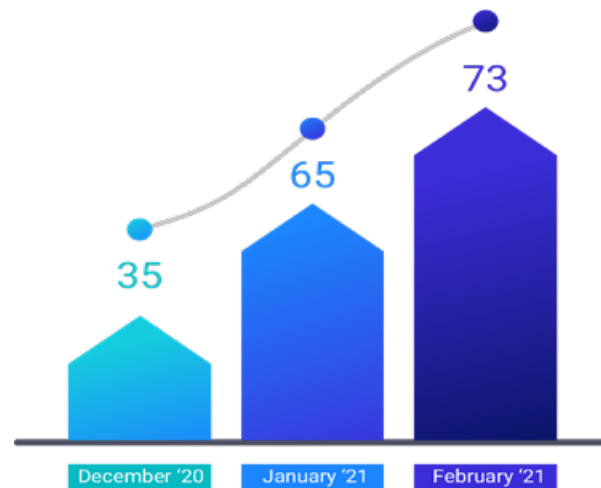


Benefits

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Efficient operations, optimized processes, and skilled agents drive positive results.

Our client experienced a significant increase in customer satisfaction (CSAT) scores, improved retention rates, and a surge in positive interactions.



The implementation of our strategies, technical support, and issue resolution framework led to enhanced CX. Interactive end-customer engagement, combined with effective cross-selling and better retention metrics, gained momentum, while the overall service experience (OSE) saw remarkable improvements, resulting in holistic revenue growth. The notable benefits achieved include:

- The CSAT score, which was 35, surpassed the client's target of 65 by 12.3% to reach a score of 73
- Save rates remained consistently high at 37- 38%
- Average order value increased to \$2500
- Auto-renewal conversion rate improved to 72%

Implementing efficient operations, optimizing processes, and employing skilled agents helped the client to surpass its **CSAT targets, maintain high save rates, increase average order value, and improve auto-renewal conversion rates.**

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The client, a global computer security software company, faced challenges with consistently low customer satisfaction scores. To overcome these issues and improve sales and retention, the client sought to enhance the overall customer experience and engagement.

To address the client’s pain points, Hexaware implemented a comprehensive solution focused on various customer service aspects. This included dynamic operational best practices through interaction services, virtual relationship management, and back-office services. Skilled customer service agents were recruited and trained to provide exceptional support and elevate the overall customer experience.

As a result of these initiatives, the client achieved remarkable improvements. Customer satisfaction scores (CSAT) rose significantly, surpassing the target of 65 by 12.3% to reach a score of 73. There were also noticeable enhancements in retention rates, positive interactions, and average order value. The implementation of intent analysis, along with upselling/cross-selling strategies, contributed to a boost in customer loyalty and revenue growth.



The client’s efforts to **enhance customer experience, quality, and sales** yielded positive results, driving their business toward **success** and fostering lasting **customer relationships**.

About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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