

Transforming contact center operations: A leading global OEM's Journey to enhanced efficiency and customer engagement



Ambition

A leading global original equipment manufacturer (OEM) sought to modernize global contact center operations for its commercial vehicle organization. The ambition was to enhance the productivity and efficiency of their agents, streamline customer interactions, and improve overall service delivery. For the same, the OEM leader aimed to leverage advanced technology for transforming their contact center operations, ensuring a seamless experience for both agents and customers.

Action

Wipro partnered with the OEM leader to develop a comprehensive solution leveraging Salesforce service Cloud.

The solution leveraged out-of-the-box platform features with minimal custom components to enhance efficiency and productivity. The transformation of the OEM leader's existing contact center operations involved the integration of multi-channel support, including live chat, email-to-case, and phone case channels, to streamline customer interactions. A service console was implemented to provide a unified view of case details, encompassing customer, dealer, and vehicle information, along with critical case elements such as vehicle off road (VOR) status. Business processes were simplified to efficiently manage customer concerns, including financial assistance requests, rental details, customer satisfaction tools, and technical support. To enhance agent efficiency, productivity tools like agent checklist manager, vehicle identification number (VIN) explorer, and dealer finder were introduced.

Additionally, system-based approvals were automated for goodwill requests, accompanied by

a calculator for assessing goodwill contributions. The development of agent and supervisor dashboards further enabled real-time monitoring of operations metrics, significantly boosting overall productivity and efficiency.

Ambitions Realized

The OEM leader was successfully able to transform its contact center operations and realize significant improvements in efficiency and customer satisfaction. The solution delivered numerous benefits as outlined below:

For Agents:

- Case creation time reduced by 50%, from 6 minutes to 3 minutes.
- Integrated knowledge base and telephony integration features were able to streamline workflows.
- Enhanced layout and global search capabilities improved usability and end user experience.
- Reduced average handling time and increased overall productivity.

For Managers:

- Real-time visibility into critical case elements.
- Action-oriented notifications within Salesforce which reduced email overload.
- Simplified management of goodwill approvals and customer updates.

For Sales Teams:

- Improved insight into case information which enhanced customer conversations.
- 360-degree visibility into large fleet vehicle off-road reporting.
- No dependency on IT/manual efforts to find out critical issues

Overall, the transformation led to a more efficient and effective contact center operation, aligning with the OEM leader's strategic ambitions and delivering exceptional value to the organization.



Ambitions Realized.

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