



Genisys helps a leading paint manufacturer sharpen its logistics management and enhance marketing programs

Industry: Manufacturing

Offering: Logistics management and Customer support

CUSTOMER SUPPORT



THE CUSTOMER

The customer is one of the largest paint companies and ranked among the top ten decorative coatings companies in the world with a consolidated turnover of over \$1.8 bn. The company along with its subsidiaries has operations across 17 countries with multiple manufacturing facilities around the world. It services customers in over 60 countries through its various industry leading brands.

THE CHALLENGE

With its ever expanding network of dealers and customers across the globe, the customer was facing difficulties in consolidating its order management process. Manual order management was becoming tedious and busy help lines resulted in loss of orders and poor customer experience.

A complaint helpdesk for its large dealer network and sales officers was the need of the hour.

THE SOLUTION

Logistics management

- Genisys' drew upon its Logistics management expertise and set up an order management desk with the use of SAP integrated CRM.

- Order management desk serviced a dealer network of 22,000+
- End to end order management including order booking, order status, shipment status, account details and order release
- A full fledged helpdesk with a team of 150+ - Aspect dialer enabled to service both inbound and outbound requirements. 8 PRI lines and 2 data links were set up.
- A complaint cell with appropriate escalation desks to address complaints placed by dealers and sales officers
- An automated IVR for rewards management

Customer Support

- On demand helpline- Handled end to end customer queries and complaints. All data was captured on CRM for better customer experience.
- Marketing programs- Assist the company's unique marketing initiatives such as color consultant programs, premium service programs.
- Expert color consultants- Set up a n internal team of color experts providing customized assistance to end consumers in picking the right colors for their homes/ offices thro online chat, email and voice
- Feedback- A comprehensive feedback mechanism was put in place. Complaints were received and closed on priority. Feedback surveys were conducted to understand consumers better
- Upselling and Cross selling- Unique initiatives such as customized brochures, color experts interactions to push various brands under their portfolio.

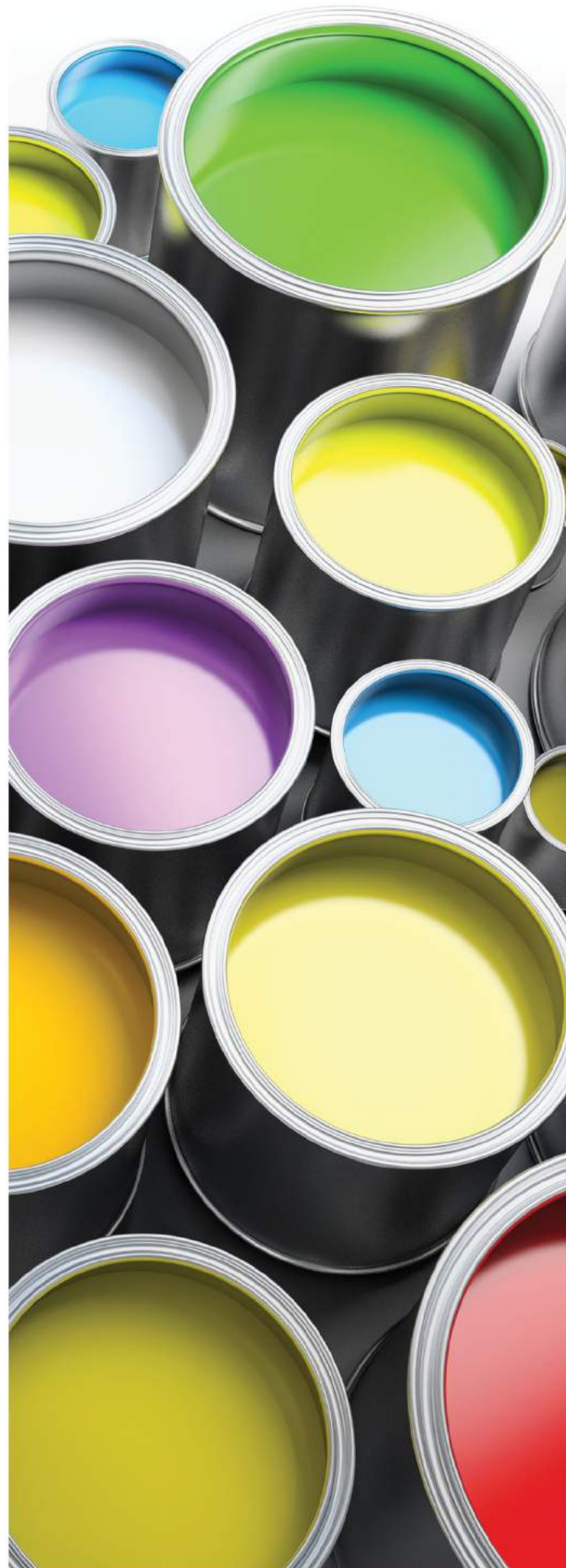
THE BENEFITS

- Enhanced User experience- Dealer satisfaction scores of greater than 94%. Service levels exceed 94%
- Improved revenues- Quality logistics management practices ensured orders were booked and processed within acceptable timeframes ensuring increased revenues for the customer.
- Improved product portfolio- A responsive feedback mechanism ensured the company could increase the effectiveness of its product portfolio as per customer needs and provide relevant products.
- High Brand recall- Customized marketing programs ensured high brand recall and greater brand affinity.

Genisys' exemplary team of logistics management professionals and a dedicated customer support desk gave the customer a competitive advantage in a dynamic market ensuring a robust supply chain and a dynamic brand.

For more details on how we can transform your business, please contact :

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Founded in 1985, Genisys Group is a successful global IT Solution and Service Provider. With a keen focus on providing services and solutions that drive down operational costs and increase system availability, Genisys has become known for being specialists in server and networking technologies. Building on this skill and understanding of the hardware platform, Genisys is able to deliver expert solutions and services for your company.

Genisys prides itself on a commitment to quality and innovative technologies. This commitment is reflected in our accreditations with our strategic vendors, like HP and Microsoft. Thanks to this, our clients can be confident that the solution we recommend is the right decision for their business needs.

