



thinkcustomer helps organisations reach new customers while engaging, retaining and increasing wallet share from the existing customer base. Four main modules that covers the entire customer life cycle management process with added features for feedback and campaign success.

while we advise using the entire solution for optimal outcomes, clients can always opt for individual modules/sub-modules

- » JAVA with MySQL database
- » Android & iOS (depending on modules)



### **complaint management**

built for front line effectiveness the module tracks complaints from various sources including social media and enables right issue identification & speedy resolution



### **advanced CRM**

proactive customer engagement module built for managing entire customer life cycle engagement for large customer base



### **warranty and amc management**

expansive sub-module for product warranty management including reminders



### **partner management services**

backed by a team of accounting professionals and supported by a robust IT backend smart solution that enables managing channel partners through call center for standardized communication and timely issue resolution



- » issue recording from multiple touch points - phone, mail, social media and field sources (through mobile app)
- » ticket creation
- » resolution flow and SLA management
- » escalation handling
- » repeat complaint handling

### key features

- » provision for pre-set SLA and escalation triggers
- » ticket generation with flow to assigned resolution owner and acknowledgment notification to customer
- » complaints flowing through email/self-care integrated into CRM
- » complaint closure management includes system-based trigger to assigned owner/specialists on their mobile application. Provision for complaint closure through mobile or email. The solution also has the option of directing the complaint to the concerned in-house department.
- » data analytics led automated flags/triggers for warranty/AMC renewals



## complaint management

» to manage customer complaints with ease this simple but exhaustive CMS tool is designed to ensure that over 70% of customer information is captured in one screen. This facilitates quicker action, keeping duration of customer calls to minimum, increasing customer satisfaction and optimising support costs.

» increased process efficiency from start to finish





- » the module is designed to give the user a 'one customer window' populated with all relevant information like customer profile, purchase issues, resolutions, segmentation, campaign status and loyalty program.
- » single customer profile by aggregating multiple purchases of the customer including from multiple accounts
- » all customer interactions in single window bringing interactions from multiple applications for view in one screen
- » rule-based customer segmentation and campaign mapping
- » campaign creation for customers based on product mix available with customer and new products/services. Triggers for upselling based on customer-product mix
- » integration of CRM to dialer to optimize efficiency in out-calling process.
- » referral engine and referral management to encourage referrals from customers. Points allocation and redemption
- » customer satisfaction index measurement using both independent survey management and SLA performance.
- » knowledge bank of customer interactions and resolution for enabling sharper issue identification for the agent



## advanced CRM

proactive customer engagement module built for managing entire customer life cycle engagement for large customer base. This solution provides for trigger-based complaint tracker and virtual account management





## warranty and amc management

- » expansive sub-module for efficient product warranty lifecycle management enabling high customer engagement and satisfaction
- » reminder generation for free/paid service, parts replacement
- » service contract initiation
- » renewal tracking software
- » payment follow up
- » collection accounting
- » warranty cost management, service cost profitability, customer lifecycle value estimation



## partner management system

- a smart solution for managing partner relationship
- » backed by a team of accounting professionals and supported by a robust IT tool
  - » partner communication for promotions and other programs with provision for recording feedback real time
  - » trigger-based contact for performance management and process adherence
  - » recording issues raised by partners and closure of tickets
  - » administration of questionnaire for knowledge check of partner's resources