

Titan Case Study

Introduction

The transition of the retail industry towards the digital platform offered personalized experiences for customers and companies to be flexible at the same time. The traditional brick to mortar companies have embraced advanced technological tools to respond to the changing trends in order to analyze rapidly evolving customer buying behavior and using analytics to leverage data in creating a funnel of a strategic and automated business process.

Titan is the fifth largest integrated own brand watch manufacturer which started as a joint venture between TATA Group and TIDCO to offer superior and elevated experiences to its consumers. Currently, it is offering a variety of brands for watches, jewellery, eyewear, fragrances and helmet products across the world.

Titan Is Using Knowlarity For: Virtual Number Solution with IVR Services

The Problem

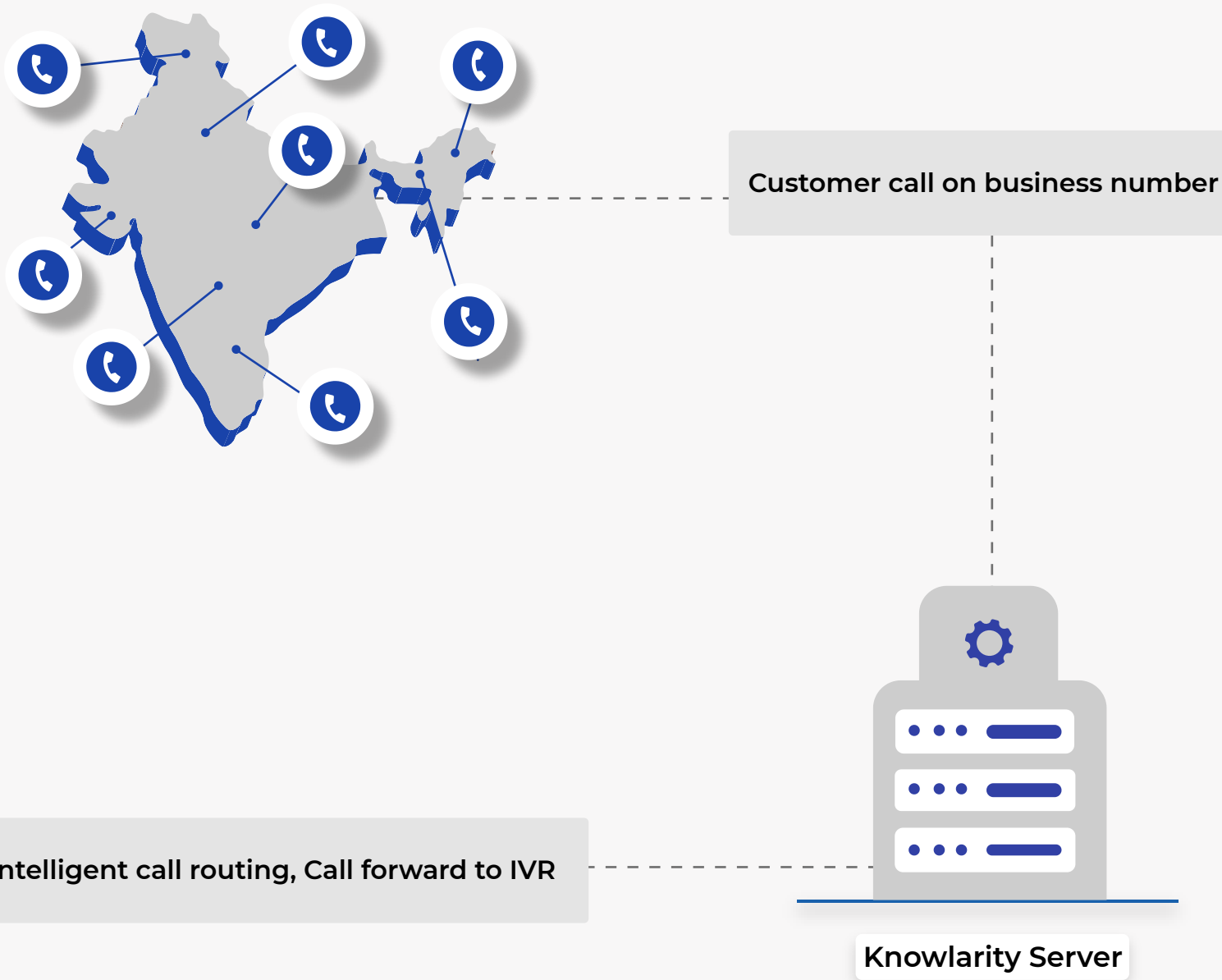
Being a large retail enterprise chain of numerous brands, Titan witnessed difficulty in tracking every call related to orders, sales, warranty, and queries. This has resulted in missing out the top quality leads. Besides, the similar issue was faced in tracking every call detail of the store managers' numbers and online searches of the website, where customers call on the number mentioned on the website. The outcome of which was a delayed process within the organization.

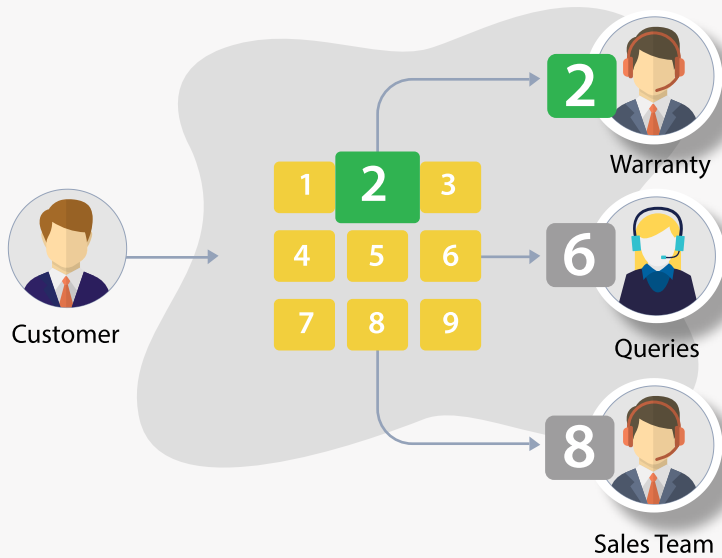
Main Challenge

- Missing out on quality/potential leads
- Real-time tracking & monitoring the calls received/ missed/ answered
- Keeping track of customer queries
- No live recording of every call

Solution Offered by Knowlarity

Cloud-based Virtual Number Solution with IVR (Interactive Voice Response) service has helped in automating the workflow of the process for each Titan Helios & Titan Eyeplus Stores. The IVR services help in offering a personalised welcome greeting to every customer who calls in their business number. Knowlarity has offered unique virtual numbers to each store across the country. This has helped every store manager to get connected with the respective location-based calls/leads that are being routed through Knowlarity's server, based on the pin code from the incoming call. Hence, this resulted in keeping track of every incoming call related to sales, warranty and various products, and monitoring every sales activity within the organization. Thus, this activity is now simply managed on a **single platform of real-time call analytics dashboard**.





Customer selects the desired option

Success Post Knowlarity

A smart solution like the Virtual Number Solution powered by Knowlarity offered Titan's sales department the opportunity to keep track of every lead in the form of various calls received, missed and answered to scale accordingly. The activation of multiple unique virtual numbers across pan India has leveraged them to offer their services to the customers in a larger space while keeping track of every lead to serve them better in the future. Even during the COVID phase, a remote team had simply managed to serve every customer queries instantly.

Milestone Achieved

- The sales support is now **live across every store in India**
- **Improved sales operations efficiency**
- **Managing services across Pan India** with quick set up **without further Capex**
- **Live performance tracking** of remote/sales team via **real-time call analytics dashboard**

Testimonial

"At Titan, we strive to offer superior customer experience and be available even after business hours to manage our business from anywhere at any time. Knowlarity's smart solution has given us the leverage to continue our services seamlessly by handling larger call volumes with a lean team. The virtual number solution also comes with in-built features of smart call routing that has helped us to respond to calls received from pan India while we get to evaluate the performance marketing campaigns.

We are satisfied with Knowlarity's services as we have an overall great experience partnering with them."