



Introduction

The manufacturing industries shifted from the traditional customer engagement model to smarter platforms through digital innovations by adding a personalized touch for their customers. Implications of the new age technologies had transformed the business operations through automated and seamless communications by applying analytics into the business data to serve the consumers better with improved services.

Venus home appliances is the leading brand and market leader of water heaters in India for more than 50 years. A wide range of water heaters includes electric instant water heaters, electric storage water heaters, gas water heaters, solar water heaters, and heat pump water heaters.

Venus Is Using Knowlarity For: IBD Contact Center Solution with IVR Service

The Problem

Venus being one of the largest manufacturers of water heaters, was facing challenges in offering after sales and pre sales support to their customers queries and complaints without a single integrated communication platform. Venus having a wider foothold across India found it difficult to offer customer assistance of product support calls in different regional languages which became a hindrance for the customer support team to offer quality & seamless support to its existing and potential customers. Due to which their internal team was facing challenges to offer service support across various departments like product support team, customer service and channel partners.

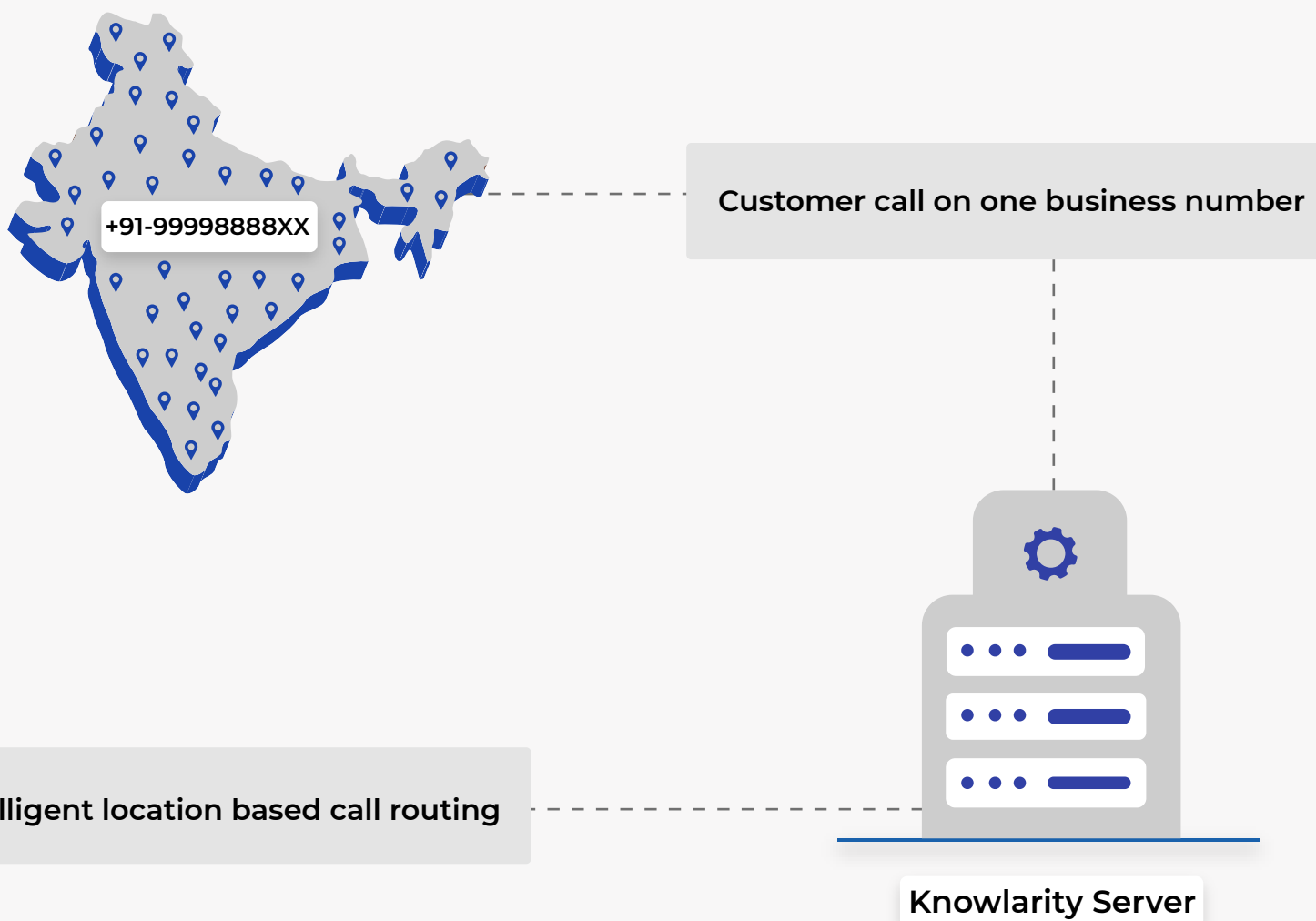
Main Challenge

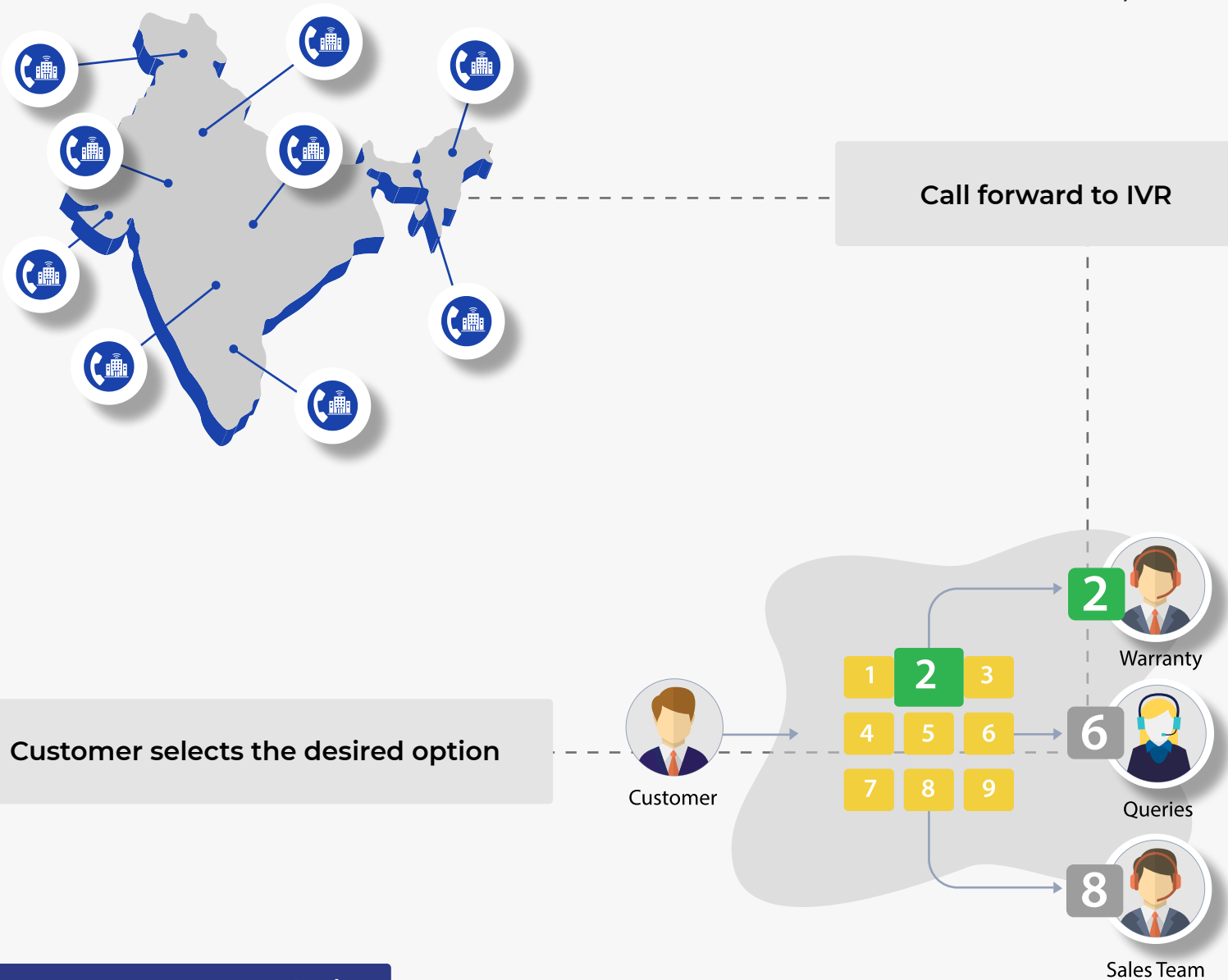
- No product support calls region-wise
- Real-time tracking & monitoring the calls received/ missed/ answered
- Keeping track of region-wise customer queries
- No live recording of every call & call queue absent

Solution Offered by Knowlarity

Cloud-based Inbound Contact Center Solution with in-built multi-lingual support along with Hindi & English is provided through IVR services. The IVR (Interactive Voice Response) services help in offering a personalised welcome greeting to every customer who calls in their business number. This solution acts as a single CRM integrated solution to serve across multiple cities.

Knowlarity has offered a vanity (virtual) number to Venus. This has helped them to get connected with the respective location-based incoming calls that are being intelligently routed through Knowlarity's server, based on the pin code of the incoming call. This solution also supports the queuing feature technology to allow the customer to be on hold till the next available assistance is able to address their concern. Hence, this resulted in answering every region-based call efficiently while keeping track of every incoming call and monitoring every call received, answered and missed by the support team. Every activity is now simply managed on a **single platform of real-time call analytics dashboard** that comes as an in-built feature of inbound contact center.





Success Post Knowlarity

A smart solution like the Inbound Contact Center Solution powered by Knowlarity offered Venus the opportunity to curate a seamless customer support experience to their existing customers. With a personalized touch of welcoming the customers through multilingual IVR support across multiple cities has widened the scope of the customers to call and enquire about the products or register their complaints instantly. Leveraging Knowlarity's solution has aided them to keep track of every call received to serve them better in the future. Even during the COVID phase, a remote team had simply managed to serve every customer queries quickly.

Milestone Achieved

- **Customer support service** is now **live across Pan India**
- **Call volume increased significantly**
- **Managing multilingual IVR services across Pan India** with quick set up **without infusing Capex**
- **Live performance tracking** of remote/sales team via **real-time call analytics dashboard**

Testimonial

"Venus is delighted to have partnered with Knowlarity for our Customer Care Operations since the year 2014. We are satisfied with the same. Knowlarity gives us the ability to receive inbound calls from customers and stay connected from anywhere, on-premise or off-premise, with the flexibility to make changes at short notice. It integrates with our CRM seamlessly and the built-in portal lets us monitor the details of all the calls on real time basis. It has helped to increase the productivity and responsiveness of our customer care operations and helped to increase customer satisfaction. We are immensely happy with the support given by the Knowlarity team, which is fast and responsive."