



IMPROVING CUSTOMER EXPERIENCE FOR HEALTHCARE CLIENT

ABOUT THE CLIENT



Our client is a HealthTech powered procurement platform that caters to B2B segment in medical, dental & veterinary supplies, and equipment. It is the largest State-of-the-art B2B Marketplace in India for AI-ML-powered tech products, tailor-made business solutions, and other offerings.

CHALLENGES



The challenge was to reach out to new customers while, servicing the existing ones to boost revenue. In order to do so, they needed an outsourcing partner that can handle everything from welcome calls to customer assistance and feedback survey while providing a seamless customer experience.

SOLUTION



Just two months in the process, and we have added value to the client's business. As a result, they entrusted us with 3 different LOBs i.e. – welcome call, Order status check calls, and Feedback survey call. In these additional LOBs, we capture the leads from the website to the closure of the orders and make survey and feedback calls to the customers. Currently, we are managing an increased number of tickets and providing productive feedback to the client daily for different types of dispositions.

RESULT



As a result of our high-quality service delivery and exceptional performance, the client has doubled the number of tickets we were managing.