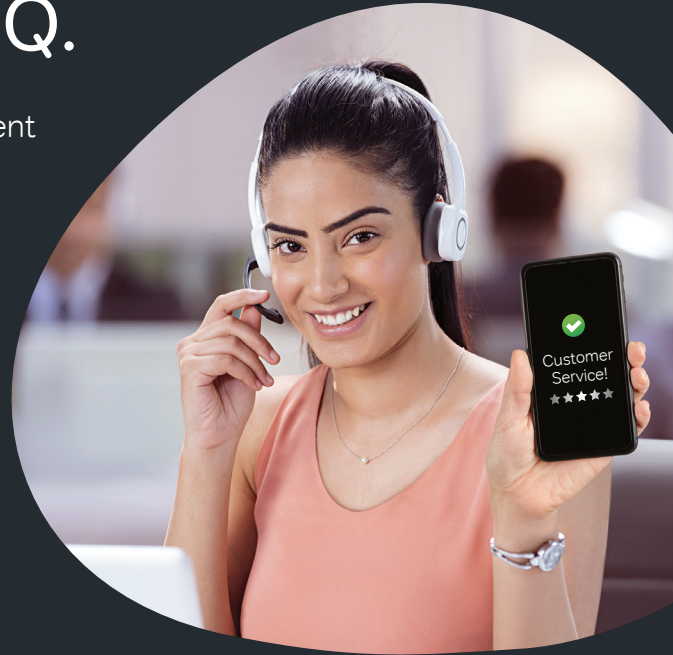




Havells enhances customer service experience with Airtel IQ.

Contact centre outages due to natural disasters, equipment failure or grid disruption adversely affect customer experience and leave a bad impression on them. To deliver a superior customer experience, Havells India Ltd. wanted to ensure its contact centres were always reachable by its customers without extended wait time irrespective of internal or external disruptions.



The Client



HAVELLS

Havells is one of the biggest brands in fast-moving electrical goods (FMEG) category in India with 6,500 employees spread across its 91 branches and representative offices in more than 50 countries. Its portfolio includes

both domestic and industrial products – circuit protection switchgear, motors, power capacitors, cables and wires, and an entire range of electrical household appliances.



The Problem

In order to provide superior customer experience, Havells had set up 2 call centres in India – Chennai and Gurgaon. The company offered customer services in multiple languages for customers' convenience. The contact centres had state-of-the-art

infrastructure but the risk of outage due to natural disasters, major power disruptions, or an equipment failures still existed. With a growing customer base and their evolving expectations, Havells wanted to reduce the risk of outages and their impact on its operations.



The company needed a platform that could seamlessly route the calls from one call centre to another in case of an outage. Besides,

Havells needed the platform to be highly reliable in order to support its business growth and meet customer expectations.



The Solution

So, it turned to Airtel IQ to resolve the problem and further strengthen its reputation amongst customers as one of the most customer - focused companies. Since Havells had two contact centres, it was evident that the solution lay in rerouting the calls to the other centre when one was facing an outage or overload. The rerouting had to be done rapidly and seamlessly to avoid putting any additional effort on customers or representatives.

Centralised Contact Number

Havells set up a single, easy-to-remember contact number for both call centres. The

Enter Airtel IQ – the cloud communication platform (CCP) that transforms customer engagement and enables enterprises to be available for their customers without delay or disturbance. The deployment of Airtel IQ in Havells' ecosystem was almost immediate. To stay one step ahead and meet customers expectations proactively, Havells leveraged Airtel IQ to achieve the following:

number was displayed on all digital and physical assets that made contacting the call centres convenient for customers.

Intelligent Routing

When a customer calls, the Airtel IQ platform determines the location of the caller and routes the call to the contact centre closer to the caller's location. However, if there is an outage or overload in the nearest contact centre, Airtel IQ automatically reroutes the call

to the other contact centre without any noticeable latency, disruption or effect on the call quality. Airtel IQ also provides the caller line identification (CLI) to the call centre for better customer service through accurate customer identification.



The Benefit



Airtel IQ is natively integrated into the Airtel network, which is one of India's biggest telecom operators. This provides enterprises

- Achieve contact centre uptime exceeding 99.9%
- Reduce downtime to less than nine hours a year
- Reduce costs significantly
- Provide seamless call experience to customers irrespective of outages and overload

an unique edge which no one else can provide in terms of reliability, robustness and security.

By deploying Airtel IQ, Havells was able to:

- Ensure customer convenience through conditional call routing
- Ensure continuous improvement of contact centre experience using insights gained through data analytics