



## Client Background

- The client is one of the fertilizer industry giant.
- They have a huge number of channel request and complaint to be addressed.

## Challenges faced

- Channel use to send all their queries and request to regional office and their respective territory sales manger
- Due to huge number of activities performed by the field team the likelihood of missing a request was very high thus resulting in channel dissatisfaction
- A lot of opportunity was also lost because of misplaced priorities in handling the request.

## Solution Provided

- A dedicated team of back office employees team was formed.
- A customized CRM and ticket management system was developed.
- An IVR with Toll Free Number mapping has been deployed and integrated with CRM.
- Script and Training material were prepared for handling the request and addressing the complaints.

## Executions

- The Team was trained on the script, process on how to address and help the caller and manage the complaint.
- The team was trained on how to handle the CRM and enter information into the CRM for follow-up and closure
- The field team was trained and educated in terms of handling the escalated cases/ complaint towards closure.



## Impact

- Approximately 1700+ request are handled per month
- Every case is followed till closure as per timeliness.
- The channel partners have now a dedicated help line number for handling their additional queries and complaints
- The filed team is able to better manage the cases in an effective manner.
- This process has resulted in better visibility and improved channel satisfaction.
- The data driven program also enables the management to figure out key in-sights.
- The process is being expanded to handle other rural process also.

## Contact Us

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