

TCS Omni Channel Customer Grievances Redressal Solution

Enterprise Solutions

The proliferation of mobile devices and multiple digital platforms has resulted in customers using various channels to express their grievances. Retailers need to track, segment, and resolve these grievances quickly and effectively to ensure high levels of customer satisfaction. However, the complexity of capturing and correlating feedback across multiple touch points poses a challenge to effectively managing customer complaints, and charging suppliers for faulty products.

Tata Consultancy Services' (TCS) Omni Channel Customer Grievances Redressal solution helps retailers track grievances across disparate sources and report, process, and close them based on case and channel type. Leveraging enterprise content management (Pega 7), our solution enables effective management of the grievance case lifecycle by tracking and segmenting them against the fault type and the supplier. Our solution facilitates prompt supplier recharge, helping retailers address customer complaints effectively.

Overview

Today, consumers interact with retailers and raise service requests and grievances using multiple channels such as customer care centers, retail outlets, and emails. For retailers, addressing these complaints especially the ones related to perishable items, promptly, and charging the supplier for the defective products is a top priority. With the number of online and offline channels available to consumers increasing rapidly, tracking and segmenting cases, as well as deciding on the best way to resolve them has become a complex task for retailers.

To help address these challenges, TCS offers the Omni Channel Customer Grievances Redressal solution built on PegaRULES Process Commander (PRPC), Decision Strategy Management (DSM) and case management of Pega 7.

All grievances are routed through the application, which creates a case identification number and sends an email notification to end customers with the relevant case reference number. The application helps consolidate and classify cases by supplier and fault type, and provides an option to customize rules for handling supplier charging and invoicing. If charges to a supplier reach the pre-set threshold, our solution automatically computes the charges and sends the invoice to the concerned supplier. By consolidating and processing grievances and supplier charges, our solution enables retailers to realize higher efficiency and customer satisfaction.

Benefits

TCS' solution helps you process and manage customer grievances across various channels to:

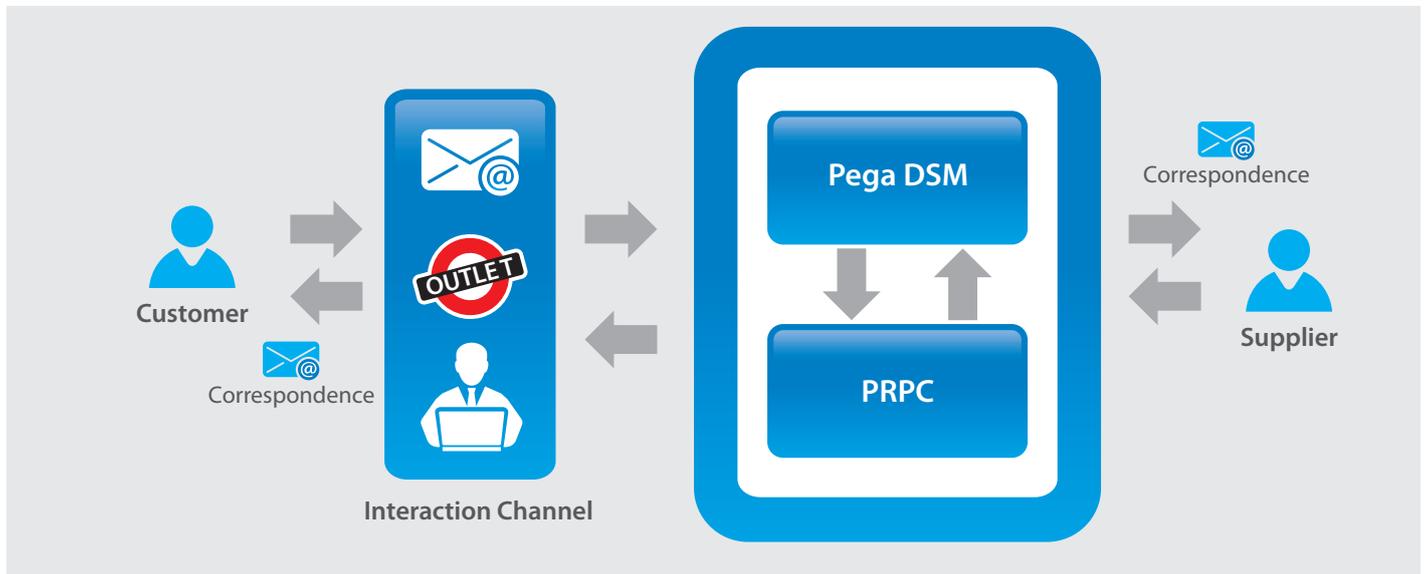
Improve grievance redressal: By enabling you to track and segment grievances as per customized rules, our solution helps you enhance operational efficiency and resolve cases faster.

Enable channel specific processing: Customers can register their grievances through various channels that can then be processed as per channel type. For instance, businesses usually need to immediately process refunds and capture relevant information when customers register their grievances at an outlet. Our automated workflow helps process customer feedback effectively, depending on the request and channel type, thereby enabling you to provide channel specific resolution.

Enhance customer satisfaction: By ensuring effective and quick grievance resolution across channels, you improve customer experience, satisfaction, and retention.

Improve supplier management: The solution enables you to pre-set parameters to verify the quality of suppliers' product delivery, thus facilitating enhanced quality control standards.

Streamline supplier re-charge process: The automation of supplier segmentation and pre-defined rules for charging and invoicing help speed up and streamline the process of charging a supplier for faulty products.



An overview of TCS' Omni Channel Customer Grievances Redressal solution

The TCS Advantage

TCS' Omni Channel Customer Grievances Redressal solution is built on the powerful PEGA platform. By partnering with us, you can benefit from:

- **Dynamic decision making:** Leveraging the DSM capabilities of Pega, our solution factors in historical data and previous decisions to strengthen the decision making process. Our solution supports:
 - **Next best action:** Suppliers are divided into segments based on their tenure, historical credit score, country and so on. Our solution supports accurate decision making by taking grievance segmentation, supplier segmentation, historical decisions, and many parameters into account.
 - **Correspondence:** The solution ensures appropriate correspondence is sent automatically for each instance to the relevant stakeholders such as customers, retailers or suppliers.
- **End to end case management:** It serves as a centralized solution for tracking, investigating, and resolving grievances across the lifecycle of all cases.
- **Omni-channel grievance redressal:** Our solution allows case registration through outlets, emails, and social media. Grievances can be tracked on the go, using mobile and tablet devices. By classifying and processing cases based on the product, channel, and fault type, it helps provide seamless and optimal resolution.

Contact

To know more about the solution, contact crm.practice@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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