



Quality Par Excellence

## CASE STUDY

# Relaxo Benefits From Comprehensive Customer-Care Services



## COMPANY OVERVIEW

Relaxo Footwear is a large-scale entrepreneurship in the Indian leather products sector. It commenced its journey as a manufacturer of Hawaii slippers in the year 1976 and today Relaxo owns 9 state-of-the-art manufacturing units in India. Currently, the company's market capitalization stands at Rs. 2,784.88 crores.

## BUSINESS CHALLENGES

The office of Relaxo Footwear in Rohini, New Delhi, India did not have a proper customer care support wing. Some problems faced by the client have been described below:

- (1) An interactive voice response (IVR) system was required. Due to the lack of this technology, customers were unable to extract information from, or enter data into a database. This technical holdup was obstructing the client from experiencing impactful user experience and process efficiency.
- (2) There was no call recording system in place. So inbound calls could not be monitored efficiently for quality assurance and /or training purposes. As a result, compliance as per industry regulations could not be ensured.
- (3) An efficient call back mechanism was not in place which is why callers had to stay on hold for a long time. It was leading to higher telecommunication cost inflicted upon both the parties.
- (4) Inefficient data management impeded critical business operations within the company.

## BUSINESS SOLUTION

Go4Customer.com provided Relaxo Footwear with a comprehensive customer care solution that paid emphasis on compliance. In order to cater to the above mentioned business challenges faced by Relaxo Footwear, some steps were followed. These have been described below:

## SOLUTION OVERVIEW

**Organization:** Relaxo Footwear  
**Industry Vertical:** Leather products sector  
**Country:** India

### Organization Profile:

Relaxo Footwear is a large-scale entrepreneurship in the Indian leather products sector. It has 9 state-of-the-art manufacturing units in Northern India. Currently, the company's market capitalization stands at Rs 2,784.88 crores. It has reported a record-breaking growth since inception in the year 1976.

### Business Challenge:

The client did not have a fully-fledged customer care support wing. Moreover, lack of latest technology such as IVR, recording system and call back mechanism, was leading to poor data management thereby impeding business operations.

### Business Solution:

#### Go4Customer.com offered Relaxo Footwear with the following:

- Latest technological features and complete set up including IVR system and auto recording system powered by call back mechanism
- Dedicated resource to handle client enquiries and complaints
- Proper management of data through a powerful DBMS
- Daily reporting to the client with detail call volume figures
- Weekly team meetings to suggest and incorporate innovative techniques

### Benefits:

Customer-care setup was created from the grass root level for the client. Complaints were tactfully handled after a fast segregation. Critical inquiries as well as general complaints were rectified and at the same time, company policies were duly maintained.

1

IVR was incorporated into the inbound process. With the help of this technology, callers could now interact with the client's host system by entering DTMF (dual tone multi frequency) tones through a telephone keypad. So all inquiries were serviced by means of an IVR dialogue. The audio in the system was prerecorded/dynamically generated as per the caller's requirements.

2

The call recording system offered by Go4customer.com optimized business critical processes. Every single call was reviewed and measured to improve customer experience. Effectiveness of the script used by calling executives was also measured. Resultantly, agents rendering a perfect interaction were easily spotted and repetitive queries were incorporated into online FAQs/automated IVR system.

3

An efficient call back system was put in place which began to collect the caller's phone number. He/she was assigned a specific time limit beyond which, they were called back. Accordingly, their needs were addressed in accordance with the query. This was an alternative way to reach the customers, built up the user experience and reduced telecommunication costs.

4

All the valuable data generated via inbound calls were efficiently managed and archived for future reference. This led to a real-time and systematic management of data that was further used for generating daily reports. Such reports constituted of actionable metrics which drove monthly meetings.

## BUSINESS BENEFITS

A comprehensive customer-care setup was created from the grass root level for the client. Every single call was efficiently analyzed and then segregated into one of the following categories:

- Queries
- Complaints

These were then tactfully handled. While all critical inquiries were rectified, general complaints were also tackled smartly. Furthermore, the entire process was at par with the policies of Relaxo Footwear. Some more benefits experienced by the client were:

**(1)** The IVR system collected appropriate information about a caller's needs and transferred the calls to an appropriate expert. In some cases, callers were able to solve their own problems through the automated customer service.

**(2)** Every day, 30 to 35 percent calls were addressed and 100 percent of these were recorded. This was essential for legal or compliance reasons.

**(3)** Effectiveness of call handling script was easily assessed and customer service trends were easily spotted.

## THE CONCLUSION

Comprehensive customer care support service has enabled the client, Relaxo Footwear, to significantly reduce cost of operations with enhanced service quality. As a result, there has been a notable increase in their productivity. The team's endeavors have also been appreciated by the client.

Go4customer.com is a flagship brand of Cyber Futuristics India Pvt. Ltd. To know about all service offerings in detail, please visit the official website <http://www.go4customer.com>

*Go4customer.com has stood the true test of an outsourcing 'partnership'. I feel confident about the capabilities of their teams*

**Official Spokesperson**  
Relaxo Footwear