

CRAFTING EXCELLENCE

Electrolux's Path to Superior Customer Support





Client Overview

Electrolux is a leading global appliance manufacturer renowned for its innovative and high-quality home appliances. With a rich history spanning over a century, Electrolux has established itself as a trusted brand synonymous with cutting-edge technology, sleek design, and superior performance. Offering a diverse range of products including refrigerators, washing machines, dishwashers, vacuum cleaners, and kitchen appliances, Electrolux caters to the evolving needs and preferences of consumers worldwide. Operating in numerous countries and regions, Electrolux remains committed to delivering exceptional products and services that enhance the lives of customers and elevate the standards of modern living.

Situation Analysis/Background

Electrolux operates in a highly competitive market driven by innovation and consumer demand for quality and efficiency. As a key player in the industry, Electrolux faces challenges in optimizing its operations, meeting customer expectations, and maintaining its position as a leader in appliance manufacturing amidst technological advancements and changing market dynamics.

Key Challenges

Increasing Job Orders

The client faces the challenge of boosting the number of job orders received, indicating a need to enhance customer engagement and sales efforts to generate more service requests and orders.

Improving CSP Target Rate

Meeting or exceeding the target rate for Customer Service Performance (CSP) is essential for maintaining high service standards and customer satisfaction. The client aims to increase the efficiency and effectiveness of its customer support processes to achieve this target.

Minimizing Complaint Calls

Experiencing a high volume of complaint calls suggests potential issues in product quality, service delivery, or customer communication. Minimizing these complaint calls requires addressing underlying issues, improving service quality, and implementing proactive measures to prevent customer dissatisfaction.

Solution Provided

- ★ **Maintenance Queue**
Dedicated queue for handling maintenance-related inquiries, requests, and service orders.
- ★ **Complaint Queue**
Separate queue for managing customer complaints, ensuring timely resolution and follow-up to address customer concerns effectively.
- ★ **Sales Queue**
Queue specifically designed for handling sales inquiries, orders, and related activities to facilitate the sales process efficiently.
- ★ **Data Sales Team**
Specialized team focused on leveraging data-driven insights to enhance sales strategies, improve customer targeting, and drive revenue growth.
- ★ **Digital team**
Utilizing various online platforms and social media channels to handle customer inquiries, provide support, and engage with customers effectively.
- ★ **Logistic Team**
Team responsible for managing logistics and supply chain operations, ensuring timely delivery of products and services to customers.
- ★ **CSP Team**
Customer Service Provider team tasked with providing exceptional customer support, addressing inquiries, resolving issues, and ensuring customer satisfaction.
- ★ **Outbound Team**
Team focused on outbound activities such as proactive customer outreach, sales calls, and follow-ups to drive customer engagement and sales growth.

Results Achieved

Service Level Target	Quality Assurance (QA)	Customer Satisfaction (C-SAT)
The initial target for the Service Level (SL) was set at 80%. We surpassed this target, achieving a remarkable 82.8%, indicating our commitment to providing timely and efficient service to customers.	With a target QA score of 90%, we consistently achieved a QA score of over 90%, reflecting our dedication to maintaining high service standards and delivering quality service experiences.	Meeting the C-SAT target is crucial for gauging customer happiness and loyalty. Despite the target being set at 6.4, we achieved and maintained this satisfactory score, showcasing our ability to meet and exceed customer expectations.



Contact us to discover how we can achieve similar results for your organisation:
hello@isonxperiences.com



At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com