

Asianet Case Study

Company profile

Asianet Satellite Communications, Ltd. Provides cable network services in Kerala, India. It produces television content, as well as operates a network of cable channels for travel, health, matrimonial, chat, photo album, and music downloads. The company’s cable channels broadcast news, events, movies, and audio and video music, as well as information related to education. It also provides high speed internet, web browsing, and e-mail services on the personal computer. In addition, the company provides web hosting services. Asianet satellite communications, Ltd. was founded in 1993 and is based in Trivandrum, India and has over 1250 employees.

SERVICES PROVIDED BY ASIANET

- Cable TV Services
- Media & Web Services
- Internet & Broadband Services

Business situation

Having held monopoly over the market in the services that Asianet provides in the State of Kerala in India, they were faced with the prospect of stiff competition entering the Kerala Market. Competition from companies which had established themselves as the best companies, that provided quick services to their customers in the rest of India.

Asianet needed to get their customer data in order and at the same time provide the best possible service in terms of registering and attending to complaints in a professional manner thereby retaining their customers.

Asianet was using two totally different billing solutions for two different product services that were also being used in the call centers. This meant that if a customer who is using both the products A & B calls to register the complaint, the call center executive has to use both the billing solutions to login the complaints separately. This involved a lot of time in registering complaints. It was also mandatory that the customer remembers his Product ID or serial number that was given to him during the time of installation. Invariably the customer does not remember this information. This makes it difficult for the call center executive in identifying the customer. The work around for them was to create the existing customer as a new customer and carry on with registration of the complaint.

Asianet’s Objectives for CRM

- To achieve highest rating with TRAI
- To gain customer loyalty without incurring additional costs against the impending number portability feature?
- To ensure a healthier bottom-line against the background of a global meltdown?
- To ensure optimal distribution of workload amongst my customer support technicians?
- To achieve collection targets with minimal loss of time?
- To make every penny count?

Solution

- **CRM24x7 Tele-Communications** is the Telecom industry specific CRM application.
- **CRM24x7** helps Asianet to provide exceptional Customer Service, which leads to higher rating with TRAI.
- **CRM24x7** is now used as a single solution to handle all complaints, be it for any of their products.

- **CRM24X7** has also been interfaced with the existing solutions so that billing and financial data of the customer is available to the call center executive when they attend to the customer complaint.
- **CRM24X7** helps to identify if any payment is pending from the customer, the customer is immediately informed.
- **CRM24X7** is accessed by personnel from several area offices, Customers Service is provided effectively at all areas.
- **CRM24X7** facilitates seamless information flow between the call center and the Area Offices and the call center executive know exactly where the complaint stands, if it is closed or which engineer or technician is handling the complaint and when it be rectified.

CHALLENGES	CRM24X7 SOLUTION	RESULT
Most customers were unable to furnish their customer code during interaction with customer support executives.	We helped them identify a customer with any one of the following values: - Customer Name, Contact Name, Phone / Mobile No., Address etc within a territory.	Identifying a customer by his/her name conveys a personal touch thereby increasing customer loyalty.
Customer's hate to repeat their grievance.	All customer interactions were retained with a counter indicating the number of times a customer had to call pending resolution.	Intervening mechanisms ensured that customers were called as and when the interaction counter went beyond. Achieved customer delight even while the complaint is pending resolution.
Technician's time in office was a cost.	CRM 24X7 ensured the technicians spent the maximum time resolving complaints and intimation was carried out via SMS.	Optimal utilization of technical resources.
Adherence to TRAI norms in customer satisfaction.	Automated dispatch of Service Request to last mile territory. Escalatory intimation of unresolved complaints beyond set norms.	Zero time lapse in complaint resolution. Intervening mechanisms to prioritize pending complaints leading to enhanced customer satisfaction.
Waste of time in closing Service Request during mass outage.	Closure of a single Parent ticket automatically closing all associated child tickets during mass outage.	Considerable time that would have been spent in individually closing tickets was saved even while retaining the data.
Customers had multiple complaints affecting more than one customer support departments.	CRM 24X7 offered the facility to bifurcate a Service Request into multiple components and enforcing the rule of closing only when all the issues are resolved.	Customer support was at its best offering a comprehensive and seamless experience to customers.
Slack revenue collection.	Revenue generation activities were also created as Tickets and automatically dispatched.	Executives were always available for collection on the day of commitment leading to minimal failure rate.

Failures in calling back a customer on the day he/she wanted to be contacted.	A call back feature ensured that these commitments were fulfilled and revenue generation targets were adhered to.	Customer's refusal to honor their payment commitments was reduced by 80%.
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