

# REDEFINING CUSTOMER EXPERIENCE

TekMindz Develops an SMS based solution with Real-Time Customer Feedback system.



# The Client

The Client is a marketing analysis solutions provider that enables retail brands deliver excellent and measurable customer experience and improve organization-wide consistency by offering a real time feedback management platform. Through this, companies can get more accurate actionable insights into their target customers' behavior, understand what their customers are expecting out of the brand, improve customer satisfaction and drive customer engagement for better customer experiences.

## Case Overview

The Client wanted to develop an enterprise feedback management platform that helps retail brands promote customer loyalty, and enable brands to gain the competitive edge by providing them with a set of powerful tools to quickly collect, analyze, and improve customer experience. This information and insight is specific to the service, product, location, and/or frontline employees of the company.

The Client wanted to create an enterprise platform that will Collect feedback from more customers more often, convert Customer experience into actionable insights and enable their clients to Analyze & Compare Product/ Employee/location performance.

Through this, companies would achieve increase Brand Value & Profitability through individual customer focus.

## Challenges

With the competition getting stiffer, successful delivery of a product or service is not enough, and must be accompanied by an excellent and measurable customer experience. In such a tough competitive business landscape, actionable insights about the behavior of customers can give the competitive edge to businesses.

The biggest challenge for businesses is to be able to continually capture critical information about customer's behavior, quickly discover any unpleasant customer experiences and take corrective action upon them. Moreover, information that is accurate and specific to the business' service, product, and location is needed – which required a robust mechanism.

# The Solution

The platform helps companies improve customer experience and increase organization wide consistency, which in turn leads to increased customer retention and loyalty.



## Key Features

TekMindz offers the following features which help you receive, analyze and enhance customer experience.

- **Multi Mode Feedback Collection:** SMS, Web, Mobile Web, Email & Voice based customer feedback collection channels offer customers their preferred choice of channel and helps receive feedback from more customers.
- **Real Time Sentiment Analysis:** All feedback received through all channels in real time is processed for positive / negative sentiment. The automated analysis provides the basis for scoring and lists feedback which needs to be acted upon.
- **Real Time Feedback Score & Comparison:** Feedback scores are provided which can be used to measure and rate the customer experience. The scoring leads to measuring & comparing trends and performance for different locations, employees and/ or products.
- **Condition Based Feedback Routing:** Promptly distribute collected feedback and surveys to frontline representatives and managers to chart future course of action, training inputs and course corrections to ensure customer delight stays a priority.
- **Real Time Feedback Response:** With real time response to customer feedback, you generate opportunities to convert negative experiences hence negative feedback to a positive one. You get to know your customer's feedback on the experience and let the team respond to it immediately.

## About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, Middle East, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.

Know more about us by visiting our website at [www.tekmindz.com](http://www.tekmindz.com)

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