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CASE STUDY

Consumer Care Helpline for a Global FMCG Major

Client

A multinational consumer goods company headquartered in Berkshire, England with operations in 60 countries and products sold in more than 200 countries. It produces market leading health, hygiene and home products.

Business need

In line with its commitment to good corporate practices, the client wanted to set up a consumer support helpline for its entire range of products in India.

Solution

Cyfuture established a toll-free customer support helpline for the client. This helpline provided consumers a single point of contact to get information related to all client products. Customers could also register their grievances about any product at the same helpline number. In addition to the helpline, a generic customer care e-mail id was created to receive online queries and grievances of consumers.

The team at Cyfuture used a proprietary tool to manage the entire operations for this client. Each caller was assigned a unique identification number for prompt and efficient resolution of each consumer call. For complaints related to faulty products, the sample was collected by the team immediately and sent to client labs for investigation. An efficient tracking mechanism was established and regular reports generated and submitted to client. In addition, periodic customer surveys were conducted by Cyfuture on behalf of the client and results submitted to the client.

The partnership with Cyfuture helped the client engage a specialized team to manage their customer service operations, deliver efficient services to its consumers and reduced overall costs.

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