

## CASE STUDY:

# Indian Commerce Solutions company marginally decreased customer support turnaround time after switching to Conversational Messaging

## Introduction

The Indian Commerce Solutions company's purpose was to empower consumers and merchants to have more control over their e-commerce experience. The company is innovating e-commerce solutions that are built on values of trust, transparency and today's generation's financial values.



## The Challenge

Being an information technology and services company, the Indian Commerce Solutions company had a lot of customer queries coming in on a daily basis. These had to be handled via chatbots and with the help of live customer agents.

The load of calls and incoming customer queries reached a point where live agents were expected to handle upto 400 chats in a day during peak incoming traffic. This turned to be quite a daunting task and resulted in incessant queuing of customer query tickets, when the human agents were unavailable.

The pressure on live agents to be available 24/7, and answer customer queries promptly reached a breaking point, with the company facing quality issues with negative customer support complaints.

## Conversational Messaging Solution on WhatsApp

Indian Commerce Solutions company needed a solution where the load of answering customer queries efficiently and effectively needed to be offloaded to automation. Gupshup helped the company build a smart WhatsApp chatbot with a 'Multi Agent Dashboard'. With this solution in place, the company got immense help in resolving their customer queries in a lesser turnaround time (TAT) than via a phone call to a toll free number.

The magic lay in the combination of HSM (Hardware Security Modules) and 2-way communication channels built to help human agents resolve queries and send reminders for varied solutions. The load on live agents was reduced considerably, making them available to handle many complex queries that needed human intervention to resolve. The integration of WhatsApp chatbots ensured decreased turnaround time for customer queries.

## **The impact of conversational messaging**

The Indian Commerce Solutions company's team, with the help of Gupshup's conversational messaging solutions, could monitor the efficiency of their agents and analyze queries getting answered quickly. They can now view all the historical chats and plan their HSMs accordingly to get payments from customers promptly. Conversational support has impacted the company's reputation in a positive way and enhanced its overall brand value.