Case Study

Sector: Telecom

redquanta

Audit Scope, Objective & Details

Objective: A leading multinational telecom company had just entered India and wanted to evaluate their overall customer service experience.

Audit Parameters

- Customer Care
- Process Adherence
- Needs Assessment
- Objection Handling
- Communication Skills
- Documentation Ease
- Purchase of SIM card
- Up selling and Recommendation
- Closing

Audit Details

- Total number of dealers and outlets audited: 500
- Audit Timelines: 3th Nov'11– 5th Dec'11
- Frequency per outlet: Thrice a month

Shopper Profile

- 18-40 years old
- Mix of males & females
- Shopper Spending level > Rs. 400 per month on mobile recharge

Quality Control

- Detailed shopper briefing on scenarios and guidelines
- Real time reporting- Shoppers were asked to submit the report within 24 hours of audit
- Mandatory proof of visit submission

Approach

redquanta studied the distribution and dealership strategies and suggested the following as course of the mystery shopping activity:
- Interaction with customer care executive
- Auditing the dealers
- Documentation and Activation ease
- Lost SIM card scenario

redquanta prepared a detailed questionnaire keeping in mind:
- Flow of experience
- Parameters to be measured

Shopper selection based on the following:
- Average spending on recharges
- Location
- Income
- Gender
- Age

Shoppers performed the audit and filled the online questionnaire within 24 hrs of completion of the audits

redquanta's team then delivered the following:
- Monthly Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Management Action & Results

Following were the key findings:

Client was the 4th Recommended brand by 76% of the dealers

57% times the dealers lacked complete knowledge about the brand

Hold time while interaction with the customer care was more than 3 minutes on an average

80% of the shoppers would not recommend the brand to others

redquanta suggested a revised strategy for the dealerships. We also came up with a list of reasons why most customers refer a telecom brand in India.

Management Action

- Increased the margins of their dealers to make it very competitive
- Also linked cash benefits for the dealers selling maximum SIM cards
- Adopted more frequent mystery audits especially for customer care

Results

- **The brand became the 1st recommended brand by 80% of the dealers**
- **70% increase in sale over the next quarter**