

# Creating Next-level Digital CX | Global Manufacturer & Retailer

*How Conneqt enabled a global manufacturer & retailer to improve FCR, enhance revenue & increase NPS score by 47%*



## THE CLIENT



Our client is among the world's topmost companies in manufacturing and retailing of watch, jewellery, eyewear and accessories

## BUSINESS CHALLENGES



- ❗ Legacy Contact Centre / Multiple & disjoint channels of contact
- ❗ Lack of Social Media presence & strategy
- ❗ Delayed responses, below-par CSAT & NPS scores

## THE SOLUTION



- 💡 Conneqt helped migration to Integrated Omni Channel Platform in quick time without any impact on the BAU process.
- 💡 AI-enabled analytics platform along with unified desktop for Agents providing real-time analysis & history of customers helping Agents to provide personalized service & superior CX.
- 💡 Social Media Framework & strategy developed to improve brand presence on social media platforms.
- 💡 Round-the-clock command center set up to manage Online reputation.

## KEY BENEFITS



Improved productivity for the client leading to:

- 47% increase in NPS (Net Promoter Score)
- Enhanced revenues on account of higher cross-sells & conversions.
- Significant improvement in FCR (First Contact Resolution) / FTR (First Time Resolution)

