

**30,000**

DAILY  
CALL  
VOLUME

**70%**

AGENT  
UTILISATION

**10**

SECONDS  
ASA

**80%**

FIRST CALL  
RESOLUTION



### USE CASE

CUSTOMER  
SUPPORT

### INDUSTRY

ECOMMERCE

### INTEGRATION

KAPTURE  
CRM

Big Basket's is the kind of success story they would teach in start-up school if there was one. Started in 2011, it is today the largest online grocery start-up in India. When it started as a small company in Whitefield, Bangalore, the customer support team consisted of just of eight call center agents. 350 agents run it today, handling nearly 30,000 calls from customers across India.



If I must handle 30,000 calls without CloudAgent, I will need 600 agents. But with CloudAgent because of these processes and systems in place, I handle these 30,000 calls with less than 350 agents.

Rohil Ahmed, Call Center Manager, Big Basket.

## INVESTING IN KEEPING CUSTOMERS HAPPY

■ Gathering relevant data and cashing in on it can make all the difference to your bottom line.

Big Basket initially used a PBX solution for their customer care department. But this was an extremely inflexible system. They understood that to get the customer satisfaction they desired, they had to route calls better, and track and use their data more powerfully. They tried and tested different technologies and telecommunication partners until it found Ozonetel.

With its Open API's, Ozonetel was able to give them far more customisations and **flexibility** than any other system available at the time. It also promised the kind of **scalability that matched their ambitions**. Moreover, moving to the cloud brought Rs 5 lakhs savings in Capex for the communication equipment, over the first two years

■ The first thing we did was store customer name. Just this can give the customer so much confidence.

Ozonetel also helps the company mine its data for important customer information that can be used in subsequent calls. This means when a customer calls back later, s/he does not have to waste time repeating basic information because the agent sees the relevant history on their **screenpop integration**. This saves time and has ensured that the contact center's average handle time moved from 4.5 minutes to less than 3 minutes per call.

Moreover, it drastically improves the customer experience. The first data that Big Basket stored was the customer name. **Greeting callers by name** when they call is a small gesture, but it made a significant difference. It helped to assure a customer and build confidence and trust.



It also allowed Big Basket to recognise customers when they call, and route them to the best suited agents without any IVR. This **NO IVR routing** was possible thanks to deep CRM integrations. It reduced time taken for callers to reach live agents by 20 to 40 seconds per call.

Big Basket could implement customer-centric practices such as **Dynamic Queue Prioritization** that enabled it to answer calls from VIP customers, regulars and complainants on a priority basis. This means if you are a regular “Big Basketeer” your call gets bumped up the queue and you hear a human voice in less than 10 seconds of calling. No long waits.

“Why would a customer want to call us and say: “I am a platinum customer?” Why would a customer who has already complained to us, need to remind us that “I have made a complaint, and you had not yet called?” We wanted to get away from all this.

The company gives customer experience such detailed thought that when it comes to deliveries, members of the operations team are not allowed to call the customer directly. “Operations teams are not allowed to call the customer because language spoken from a trained associate is different,” Gurumurthy Konduri, General Manager (operations), Ozonetel Communications, says. “They (Big Basket) want to ensure superior customer experience. Ops teams call the customer (care) center. If there is any doubt as to the address location, agents can manage **conference calling**.

These days, the company is working on accommodating changing customer behaviour. Customers don’t necessarily want to call a contact center. Today, it’s all about tapping social media. Big Basket is using **Cloudagent to integrate social media sites such as Facebook and Twitter with its systems**. The KIA Widget, lets customers escalate chat to call, so that a customer can speak to an agent when chatting becomes ineffective. Or initiating chat during a voice call to spell out complicated email ids and names.

Next on their radar: chat bots and digital assistants. “This is the future of customer support.”



Both of us have evolved together the past 6 years and they continuously innovate and stay in line with tech trends and global best practices. They are now working on disrupting the contact center space with AI and machine learning and we are glad to get first access to the cutting edge tools which will take our customer experience to the next level.

K B Nagaraju, COO of BigBasket,  
India's largest on-line grocery store

## INVESTING IN AGENT MANAGEMENT

Given how important customer satisfaction is to the company, they thought it wise to invest in systems that ensure customer service agents are working at optimum levels of productivity.

There are 350 agents taking calls. How do you use them equally? The more automation that you do with the system, the lesser the human intervention, the easier work gets.

Cloudagent helped Big Basket optimise the agent time. Automatic Call Distribution ensures that the most-idle agent gets the call. This ensures that the workload is distributed fairly. **“So, you will never see that one agent has handled 50 calls and another has handled 100 calls. On an average everybody has handled 75-80 calls.”**

Another issue managed was agent utilisation. In a regular setup, if an agent logs out for some reason, by the time the floor manager realizes this, locates the agent and pulls him/ her up, precious time is lost. Even if this takes 15 minutes, it translates into five calls. Ozonetel gave the manager tools that save them this time. If an agent logs out/is idle for over a given amount of time, their details flash on the top of the manager's screen and the manager can immediately act on this information. **What used to take 15 minutes previously, now only takes 3 minutes.**

**Skill hunting also helps Big Basket manage, optimise and organically train their people.**

First, they internally categorized the customers into 4 buckets:

- a. High value customers or VIPs like celebrities, famous personalities
- b. First time users and first-time complainants
- c. New users
- d. Regular users or complainants

Skill hunting allowed Big Basket to allocate each customers category to a specific set of agents or skills. They asked: who are the agents capable of handling VIP customers, complaint customers, and who are not able to? **They assigned capable people to handle these customers and concentrate on training those who are not able to.** It created roles and hierarchies within the agent population. And gave agents internally some reason to grow.

The company is aiming to touch a \$1 billion gross sales run rate by March 2019. Rohil's advice to start-ups is rooted in Big Basket's philosophy: have the best technology in place and from day one start listening to your customers. “Set up metrics that you can measure, and then go after that metric. Empower the customer support team.”

## THE BIG BASKET SOLUTION AT A GLANCE

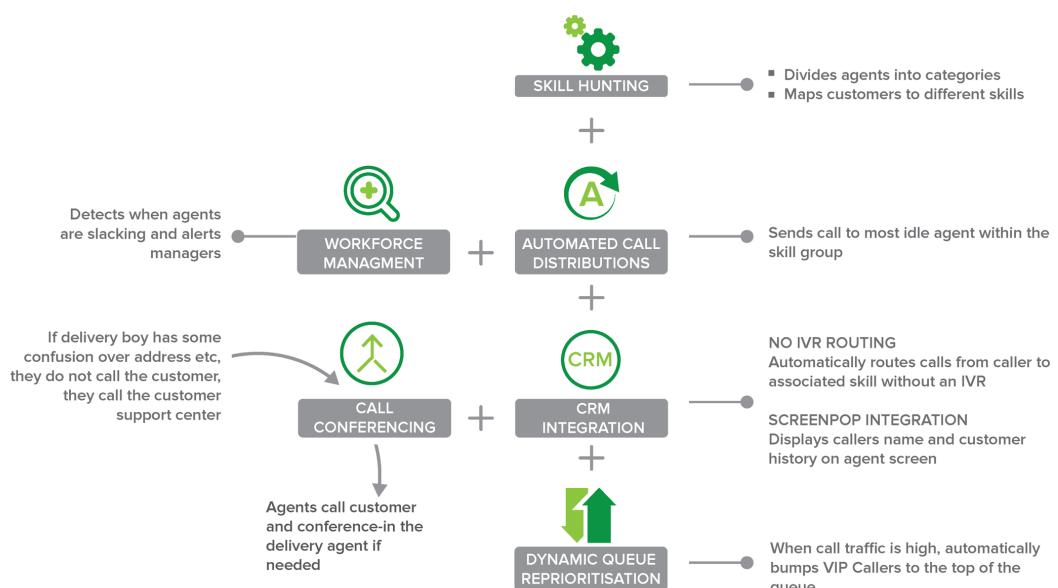
Tools used: Skill Hunting | Automatic Call Distribution | Dynamic Call Queue Reprioritisation | CRM Integration and Screenpops | Self Diagnostic Tools for Workforce Management | Dialers for outbound calls.

CHALLENGE	SOLUTION
<ul style="list-style-type: none"> <li>Ensuring optimum customer experience as the company scaled.</li> <li>Harnessing and using customer data effectively.</li> <li>Fair &amp; efficient workforce management for the growing workforce</li> </ul>	<p>Cloudagent provides a unified support solution from 2 cities for:</p> <ul style="list-style-type: none"> <li>Customer support calls</li> <li>New order validation</li> <li>Address mapping and verification</li> <li>Bridge between fleet on street and end user</li> <li>Some outbound calls</li> </ul> <p>The support center in each city acts as a fallback for the other</p>

### RESULT

### SOLUTION DEPLOYED

### RESULT



### RESULT

Big Basket was able to achieve and maintain these industry leading metrics even as they scaled from 7 to 350 agents in less than 7 years.

- 95% calls were answered in less than 10seconds.
- 90% calls were to be answered by a human voice within 10seconds.
- 99.67 % of VIP calls answered in less than 10 seconds
- Agent utilisation increased from 40% to 70%
- AHT reduced from 4.5 to 3 minutes.