

A fast-growing logistics business enables 40% better operational efficiency & 4X faster customer responses with Ozonetel

Discover how a fast-growing logistics business used Ozonetel's Cloud Contact Center Solution to achieve its vision of enabling premium customer support for every single end customer they serve. They did this by automating 60% of their calls, which not only tripled their call handling capacity but also reduced customer wait times by 3X thereby creating a far better customer experience. [Read the story here.](#)



Overview

A Vision: Premium Customer Support Across 800,000 Daily Shipments

A fast-growing logistics business had a vision. They wanted to ensure accessibility not only to their customer—which includes some of the county's largest e-commerce platforms—but also to their customers' customers.

They understand that often these customers waiting for their order, need reassurance or reconfirmation on delivery times. At other times, they may need to reschedule deliveries. Our client wanted to ensure that every customer could reach out to them with ease.

In order to enable this, they send customers their helpline number with every delivery notification. As a result, they get 83,000 calls daily. Yet, this customer centric company was able to ensure seamless support for each and every call. Read on to understand how.

Challenge

Providing Quick Responses Across High Call Volumes

The client wanted to ensure they could smoothly support any incoming query without leaving any customer unattended. This meant handling 83,000 daily requests.

Solution



Analyzing Call Data

A quick analysis of call data showed that most calls were for simple status updates or delivery rescheduling. By enabling self-service for these calls, not only would agents be less burdened, but customers would also get faster responses, leading to a better experience

Automating 60% calls while staying focused on customer experience

Ozonetel helped the logistics business move their support team to our robust, feature-packed Cloud Contact Center. With the help of automated routing, easy to use multi-level IVR, and text messaging plugins we were able to work together to create an optimum solution.

- An IVR was designed that lets customers get status updates and reschedule deliveries without any need for agent intervention.
- If they wanted to pick up the package themselves, they would be sent the address of the nearest pick-up point via SMS text messages.

Graciously Managing Misdirected Calls

If a customer wrongly called the support center with a complaint about the product quality instead of a complaint about the delivery, the system would find the merchant details against the order and send them an SMS with helpline details.

Reducing Detractors and Improving Customer Service

Finally, genuine customer complaints and issues, which would consist of less than 3% of the total calls, would be directed to live agents. With more time to focus on these calls, agents would be able to serve any unhappy customer with far more attention, and time.

“The Ozonetel solution, as well as their team, has completely won our confidence. The support we received while onboarding was stellar. Not only have they delivered what we wanted, in many cases, but they have also delivered far more than we expected.”

Key Benefits

- 3X Better Call Handling Capacity
- 4X Lesser Customer Wait Times.
- 3.5X Lesser Costs per Customer
- 40% Better Operational Efficiency.
- Escalation Measurement and Tracking

The key benefit of the solution was that customers waited 4 times less than before to have an issue resolved. While the cost per customer reduced by nearly three times. This meant from day one, our solution helped create a stress-free call center where agents were far freer to handle actual customer complaints, while the business could ensure truly premium customer support for every single customer.