



Case Study

Leading NBFC Enhances Customer Support and Reduces Costs with Integra's QRC Integration



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Customer Profile

A leading non-banking financial company (NBFC) based in India, renowned for its comprehensive range of financial products and services catered to both enterprises and individuals. Operating at the intersection of finance and technology, the company adopts a customer-centric approach, utilizing cutting-edge technological advancements to drive its business strategy.



Problem Statement

As the company advances in integrating digital finance solutions, it encounters critical challenges in embedding a Query Resolution and Complaints (QRC) system across its web and mobile platforms. This strategic enhancement aims to refine customer service workflows, significantly elevating the user experience and operational efficiency.

Key Objectives

To enhance their financial services and improve customer engagement, the company has identified the following key objectives:

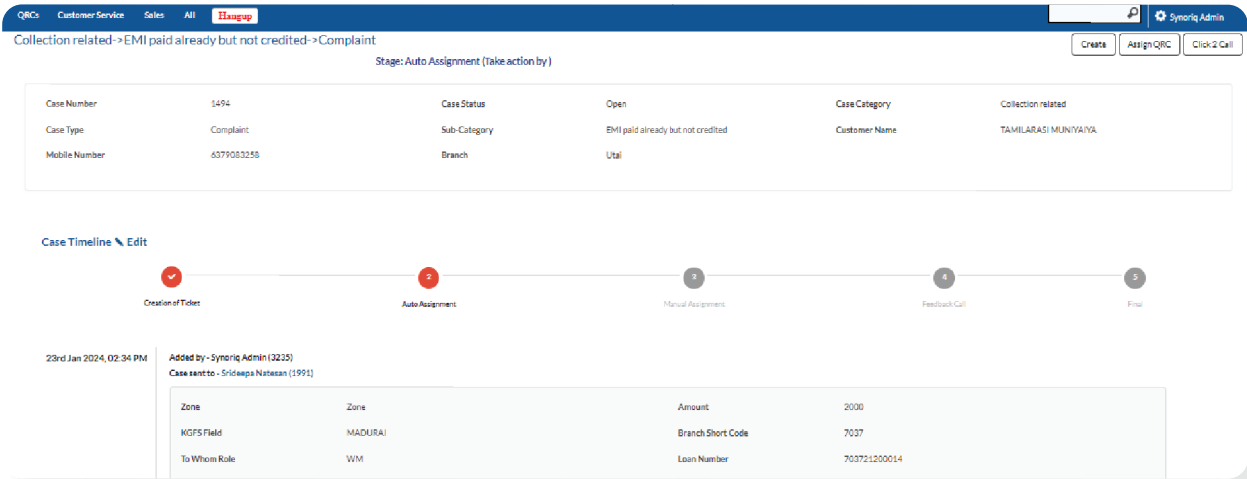
- ✔ **Minimize Resolution Times:** Shift from traditional methods to innovative digital solutions within the QRC process to decrease resolution times, thereby boosting efficiency and customer satisfaction.
- ✔ **Reduce Operational Costs:** Implement streamlined QRC workflows on web and mobile platforms to reduce the manual effort and operational costs associated with customer inquiries and complaints.
- ✔ **Improve Service Accessibility to Drive Market Growth:** Adapt the QRC system to be more intuitive and accessible, aiming to better serve a diverse customer base, including those in underrepresented or rural areas.
- ✔ **Market Reach Enhancement:** Enhance the QRC functionality to cater to customers across various digital platforms, ensuring a uniform and high-quality service experience, to deepen market penetration and bolster customer loyalty.

Integra Solution

Integra developed a cutting-edge digital solution, leveraging sophisticated technology to revolutionize the NBFC's approach to handling Query Resolution and Complaints (QRC). Here's the impact of Integra's solution:

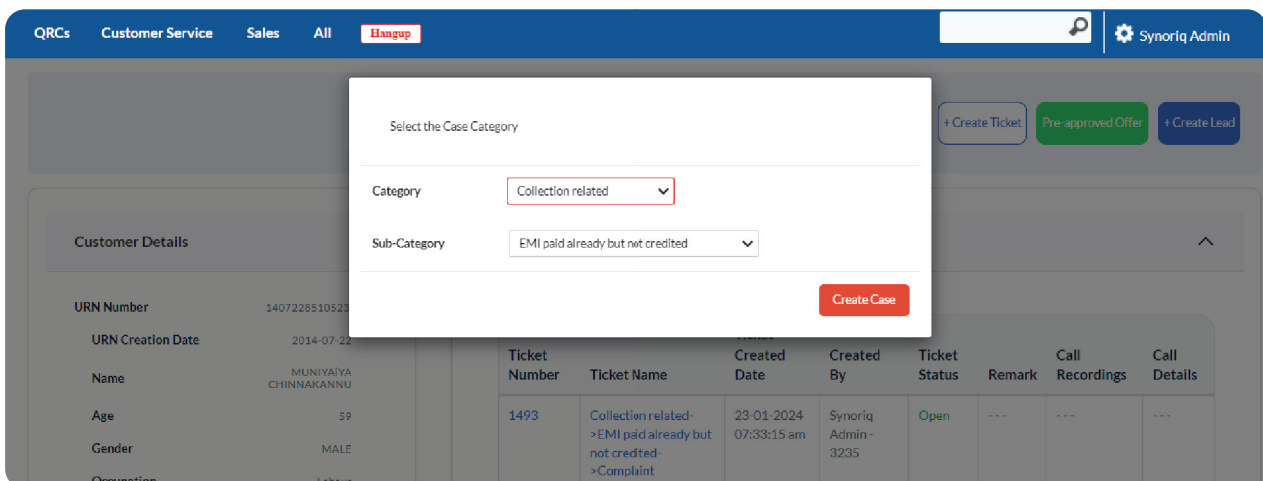
- ✔ **QRC Module Integration:** Transformed the NBFC's operations into a digital-first environment by embedding a QRC module within the Assist app, accessible on both mobile and web platforms, ensuring a seamless query and complaint resolution process.

✔ **Comprehensive Functionalities:** Implemented a broad array of features within the QRC app, including straightforward login, efficient case creation and assignment, swift resolution, and meticulous case management, streamlining the entire customer service workflow.



✔ **Intuitive User Interface Design:** Crafted a user-friendly interface for the QRC application, promoting effortless navigation and enabling users to efficiently manage and report on cases. The feature to download cases or reports in Excel format significantly enhances data analysis and case handling capabilities.

✔ **Efficient Case Management Tools:** Enhanced the QRC workflow with tools that allow for effective case management and resolution, improving the speed and accuracy of responses to customer inquiries and complaints.



Business Outcome

Following the implementation of Integra's tailored QRC solution, the NBFC witnessed remarkable improvements across several key metrics:

- ✔ **Reduction in Resolution Time:** The time required to resolve queries and complaints decreased by 70%, enhancing customer satisfaction and operational efficiency.
- ✔ **Increase in Case Handling Capacity:** The efficiency gains from the QRC module integration allowed for a 60% increase in the number of cases handled daily, without compromising on service quality.
- ✔ **Boost in Customer Satisfaction Scores:** Automated and streamlined case management led to an improvement in customer satisfaction scores, reflecting the positive impact of quicker resolutions and more effective communication.
- ✔ **Operational Cost Savings:** The automation and optimization of the QRC process resulted in a reduction in operational costs related to customer service, significantly impacting the bottom line.
- ✔ **Enhanced Data Analysis Capability:** The ability to download and analyze case reports in Excel format improved data-driven decision-making, leading to an increase in strategic improvements based on customer feedback.

ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

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