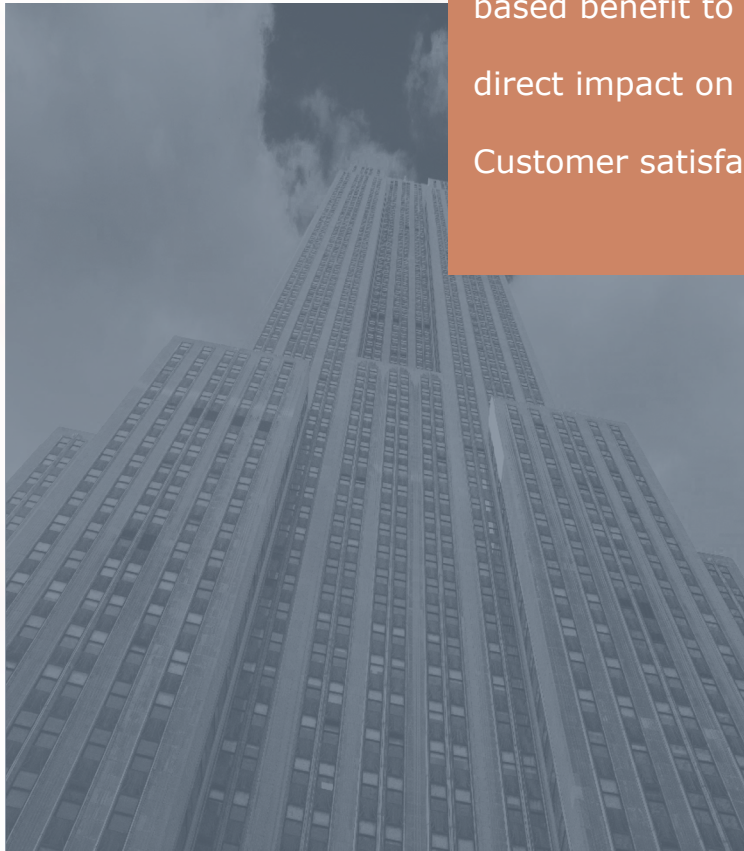


CASE STUDY



“The Project CSAT improvement garnered lot of appreciation from the Customer owing to its fact-finding and result-oriented approach leading to value-based benefit to them with direct impact on end Customer satisfaction”



Journal Publisher

Market leader of research based scientific & medical journal (print/online)



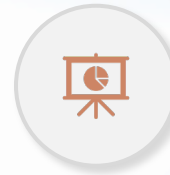
Problem

High email enquiry **traffic** for subscriptions, renewals, Customer ID, dispatch, address-related, online access etc.



Solution

- Identified missing answers (top contributors) on Customer FAQs
- Overhauled client FAQ
- FCRR analysis
- Redesigned Customer HELP pages



Result

- Reduced email traffic by >25% (from annual 90K to 67K)
- CSAT improvement
- Productivity release benefit passed on to the Customer