



Case Study - Customer Experience Management

Delivery Model

Managed Services (Remote)

Business Value Delivered

Close to 20% reduction in cost to the client.

Speeded up the delivery process to facilitate better cash flow.

Achievements

DesiCrew's order management service ensured that the product ordered by client was the exact one that was delivered to them.

DesiCrew put the order management system in place for the client.

The project emphasized the key components of DesiCrew's delivery model - Data Security, Productivity, Quality and Cost.

DesiCrew, a start-up then, offered professional support services to another start-up.

Background

- The client was an e-tailer who dealt with consumer durables manufactured in the USA. They were exploring a new business model to deliver consumer electronics and durables from the USA to Indian buyers.
- They were looking for cost-effective partner who could adapt to their changing business needs.

DesiCrew's Solution

- Online customers would place an order in the client's website.
- Crewmates logged into the client's application to verify if there was a match between the product ordered and the products listed in the client's database.
- Team-leads monitor productivity, accuracy, and login times to ensure optimum utilization of resources.

Operational Advantage

- DesiCrew handles critical back-office activities, allowing clients to focus on their core competencies.
- Bio-metric based security system.