D'damas

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Clientele Profile

Customer Name: D'damas

Industry: Gems & Jewellery

Location: Mumbai (Headquarters), India

Challenge:

- Complete complaint management
- Managing customer care
- Lack of intelligent routing
- Automation of business processes
- Lack of Reports
- Retrieve historical data

Solution:

- IVR
- ACD
- Voice Logger
- Reportika
- Auto dialer
- Integration with Talisma CRM

Introduction

D'damas is one of the most popular jewellery brands in the country today than 100 towns and cities. A joint venture between the Gitanjali Group and Damas, Dubai, the brand D'damas combines international quality with Indian values and offers the perfect combination of luxury and trust. It has a number of sub-brands, in plain gold and diamond studded jewellery matching various lifestyle, occasion and price points that cater to diversified customers.

Background

D'damas is a well known jewellery brand, with a large customer base. They wanted to improve on their customer interaction management solution. With a customer care and complaint management process running in tandem, they wanted to segregate all inbound calls and generate advanced reports on the traffic. Providing information to the prospective customers was also one of the empirical requirements for D'damas, this had to be an automated procedure as manual outbound practices proved unsatisfactory. The adopted solution was also to have the capability of integrating through API's to their installed Talisma CRM.

The Business Challenge

As D'damas is a provider of avant garde jewellery to customers across the globe, they cater to multiple geographies with varying requirements from outbound calls for prospective customers, inbound customer care for existing customers, to complaints and query management . They have numerous customers who had to reach them day in and day out for their buying needs and upcoming schemes. D'damas, however, did not have complete automation or tracking of the processes. It was in search of a solution that could automate their both inbound and outbound processes. For achieving this strategy, an advanced IVR with intelligent routing was the need of the hour where most of the responses could be fed and customer

About Ameyo

AMEYO is the flagship solution from Drishti for complete CIM. It has been designed to add value to the businesses and pave way for a structured growth. AMEYO customers enjoy significant increase in efficiency levels, reduction in operational costs, flexibility, consistent user experience and a demonstrable ROI.

queries could be turned around at an agentless level. They also sought for a technology that could automatically dial customer numbers and saving time of the agents. Again, for managing complaints, a Voice Logger was demanded by them in order to keep a track on the interaction between a customer and an agent was felt to be important. To keep it quick and easy for the workforce the telephony solution had to be integrated with their pre installed Talisma CRM.

Solutions Delivered

To alleviate D'damas from it's technology nags and reduce manual fire fighting in operations, Drishti's Ameyo communication suite was installed and deployed. AMEYO's advanced IVR and ACD (auto call distributor) took control of the inbound traffic, routing calls and managing call queues to disapparate departments. It seamlessly integrated with the Talisma CRM, generating web based reports through REPORTIKA on granular to macro levels. Another assistance from Ameyo was its auto dialler which took charge of the outbound scenario throwing scrubbed calls to agents for up selling, telemarketing and customer call back requirements. AMEYO also built a blind recording infrastructure complete with voice logs for all inbound and outbound traffic.

Results and Value add-on

With the Ameyo Communication Suite from Drishti, D'damas benefitted with a solution that maximized their customer reach and automated their complaint management processes. The advanced IVR enabled them uplift their customer query resolution and with reports they also monitored agent and process performance. This not only condensed the overall wait time but also uplifted agent level productivity. D'damas has significantly increased its quality in service delivery which translates to improved ROI for them.

D'damas

Our Customers

Our customers are our assets and we cater to them to our utmost ability; always striving to satisfy them with our commitment and endeavor.

Awards & Appreciation

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