



# GE Commercial Finance

## Client Profile

**Customer Name:** GE Commercial Finance India (GECF India)

**Industry:** BFSI

**Headquarters:** Norwalk, Connecticut, U.S.A.

**Challenge:**

- Unstructured customer management system
- Long waiting time
- Process automation
- Ticket Resolution System
- Multimedia communication through e-mail/phone/SMS/FAX

**Solution:**

- Low waiting time
- Satisfied customers
- Better customer experience
- Optimal productivity

## Introduction

**GE Commercial Finance India (GECF India)** is one of India's leading nonbanking financial companies. GECF India has operations across a number of locations. The company provides end-to-end financial solutions through a wide range of financial products and services. The company believes in providing customized solutions to its customers. Equipment Loans & Leasing, Plant & Machinery, Healthcare Equipment, Construction Equipment, and Commercial Vehicles are some of the products that GECF offers.

## Background

The financial sector in India has experienced an exponential growth rate over the years. According to a SWOT analysis, the financial services sector is expected to enjoy strong growth in the near future driven by rising personal incomes, corporate restructuring, financial sector liberalization, and the growth of a more consumer-oriented, credit-oriented culture. This is expected to result in increasing demand for financial products (consumer loans), and insurance products.

## Business Challenges

Lack of automation was one of the major concerns for the company. Unstructured customer management system due to inter-departmental communication inefficiencies resulted in long wait time, and thus, high resolution time. Considering the large volume of customer calls, GECF required a completely automated solution that could attend to customer complaints and issues in order to improve their customer experience. The company wanted to establish a Ticket Resolution System to facilitate communication through channels like e-mail, phone, SMS, and FAX. The Ticket Resolution System would aim to resolve customer complaints in the least possible time, efficiently.

## Solution

GE Commercial Finance chose AMEYO on the basis of its capabilities and ease-of-implementation. AMEYO's platform smoothly integrated with their ticketing system.

GECF thus, required only two agents to resolve inbound calls, while the others would only process customer queries generated via electronic channels like SMS, FAX, or e-mail. The system also provided for a feature that could generate automatic notification through SMS.





### 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.

Many times, customers also ask for their loan documents to be sent to them in short time. AMEYO's next-generation technology platform ensured that agents deliver the loan documents to customers using FAX.

AMEYO's intelligent platform implemented a unified customer interface using which the agents at GECF could direct the query/complaint to the concerned department, which, if required, could forward it to other department(s). The query, after being addressed, would be directed to the point of contact, which would then interact with the customer through the right communication channel. This particular flow ensured that customer grievance is resolved in the minimum time frame.

### The Result

Drishti's advanced AMEYO solution helped GE Commercial Finance automate their entire customer service system. This meant more satisfied customers for the company. With AMEYO the company was able to resolve huge volumes of customer grievances in short time. GECF India thus, achieved better customer experience while improving productivity.

## 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

