

# Healthkart.com

## Client Profile

**Customer Name:** Healthkart.com

**Industry:** Provisioner of health products

**Headquarters:** Gurgaon, India

**Challenge:**

- To offer smooth service delivery to right customers at right time
- Reach out the customers on time
- Confer information to its customers
- Improve customer interaction

**Solution:**

- Priority-based routing
- Agent level dashboard
- DNC Scrubbing
- Customized reports

## Introduction

**Healthkart.com** is an online shopping website for health- and safety-associated products and services. It supplies the best health and wellness products to all its customers. It deals in assortment of health products like nutrition, fitness, eye, personal care, etc. Healthkart.Com has ensured good quality and on-time delivery to its customers. It aims in endowing with a magnanimous health and wellness advancement and has become a reliable name thereby, catering to the needs of the customers.

## Background

Healthkart.com being the largest provisioner of health products, needed smooth interactions with its customers so that it could improve its customer experience. It was in search of a technology that could confer definite particulars associated with health and safety subjects to the customers. Delivering apt information to the customers would enhance its operation.

## The Business Challenge

Being the largest provider of health products, Healthkart.Com's goal was to offer prompt delivery to right customers at right time. It wished to assist the customers with their queries by enabling them connect to the agents related to their queries. For this Healthkart.com tried to find a solution that would decline the downtime and elevate their agent productivity and also satisfy the customers.

## Solution Delivered

To address the problem of Healthkart.Com, Drishti offered the Ameyo communication suite for the efficient customer management. It also enabled priority-based routing which ensured its important customers get connected with the contact centers without any wait time and resolved problems by ensuring that they are granted with high quality of interaction. Ameyo has also facilitated integration with DNC India, which allowed the whole process of scrubbing for their outbound process. Ameyo's advanced Agent level dashboard, permitted them to self-gauge their performance. Reports could now be customized as per the business processes and workforce management was improved.

“ As we deal in providing of largest range of authentic health products to fitness enthusiasts prompt customer service is paramount for our clients, handling calls for premier customers with minimum hassles is what we were looking for. We also needed a solution that could give specific details to our agents. Ameyo best suited our requirement; it provided us with priority based routing and integrated with DNC India. The clarity of our system was another pain point it failed to track productivity and other indices. AMEYO's customized and detailed reports took care of this issue, resulting in hurdle-free operations. ”

### Gayatri Seth

Senior Manager, Customer  
Relationship Management,  
Healthkart.com

### Results and Value Add-On

Healthkart.Com has witnessed a considerable transformation in its business through Ameyo. Customers could now be connected easily and provided with solutions to their queries. They were connected with the right agents thereby reducing downtime and increasing productivity. Drishti's Ameyo offered Healthkart.Com with invaluable assistance which improved its business operations.

### 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.

## 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

