

Olacabs

Client Profile

Customer Name: Olacabs

Industry: Transport

Headquarters: Mumbai, India

Challenge:

- Boost its accessibility
- High quality customer interaction
- Provide updated and accurate information to customers
- Maintain perfect balance between cost effectiveness and customer experience
- Fulfilling rights and obligations to the customers

Solution:

- Integrated with their internal CRM
- Auto population of leads and scheduling of automatic callbacks
- Minimized the downtime and other operational bottlenecks
- Customized reports

Introduction

Olacabs is an online car rental platform based in Mumbai. They aim at bringing the efficiency and customer experience to the car rental industry that is expected from airlines. The online platform, Olacabs.com, helps plan the complete car rental experience. It serves its increasing customer base through partners and vendors in different cities and with their fleet of vehicles. Olacabs started with an objective to remove hassles involved in journeys and travels and bring efficiency and quality service to their customers.

Background

Being a growing online car rental service provider, Olacabs ran an inbound process which focused at providing their customers with correct and updated information as they plan out their vehicle and travel requirements. Their operations concentrate on two-way communication between the vendor and the customer which makes it apparent that customer satisfaction is a priority to them. Olacabs sought a solution that would meet their requirements and would permit them to maintain a perfect balance between cost effectiveness and customer experience. Their previous solution lacked the flexibility for a widening customer base. The new solution would need to suit its exclusive business requirements, which was specific to their needs of contacting interested customers for their car rental needs.

Business Challenges

Olacabs aimed at achieving a competent customer interaction technology that would help them emerge with quality service and customer gratification. However, they could not fulfill their business needs as they were unable to deploy themselves at multiple locations. This resulted in business deterioration. Their business strategy was disorganized which they wanted to address, and hence, were looking for an advanced technology which could match their unique environment of business.

Solution

Drishiti's AMEYO solution addressed the challenges that were hampering their business operations. It integrated with and amalgamated their internal CRM for auto population of leads and scheduling of automatic callbacks. It was customized for a customer manager API with a click-to-call and SMS confirmation features for bookings. To complete a smooth and hurdle-free procedure of CIM, the scalability and service oriented architecture of AMEYO minimizes the downtime and other operational bottlenecks. Reports could now be customized as per the business processes and workforce management was improved.

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.

Results and Value Add-On

Olacabs has seen a considerable transformation in its business after deploying AMEYO. Customers could now be connected easily and provided with required information which greatly improved customer satisfaction. The process became more streamlined as the solution helped to amalgamate their internal CRM. Through AMEYO they received smooth and hassle-free customer interaction management. It further diminished their downtime and operational blockage with its scalability. AMEYO has also provided real time performance statistics and allowed the management to take steps and improve the quality of service delivered.

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

