



**ZEECARE INDIA LIMITED**

## **STARTING POSITION**

Our Client is a premier IT Hardware Company in existence since 1981. They have 11 branch offices across India and One manufacturing unit for Desktop, Laptop and Servers.

Zeecare was assigned to totally revamp post sales services – both Warranty & AMC – which had deteriorated to such a level that new sales were severely impacted with many customers threatening to blacklist and/or impose penalties / claim damages / encash bank guarantees.

Customers were required to call with their complaints to respective local branches where the sale originated. There were no Management Information System and Reports. Service Processes for Local / Centralized Call Logging, Data Capture in ERP System, Training and Repair Centre Responsiveness in making available Spares for attending the Pending Calls, Escalation Management, Forward and Reverse Logistics & Inventory Level Control, Manpower Utilization etc. Warranty & AMC Database of Customers itself was of dubious value being inaccurate, incomplete & dated. Tracking mechanism for AMC Contracts was also ineffectively managed.

Client had the worrying distinction of occupying last rank in the Customer Satisfaction Audit by an Industry Magazine.

## **VALUE DRIVERS**

In the first phase Zeecare analyzed magnitude of challenges that client was facing. Following were identified as concerns that needed remedial measures:

1. People Engagement – Without Fear, Favour & Bias
2. Lack of Service Processes, Actionable MIS & People Management
3. Unclear / Absent Responsibility & Accountability Architecture
4. Highly diffused Customer Centricity

## **OUR RECOMMENDATION & IMPLEMENTATION**

Zeecare recommended Complete Service Strategy Overhaul & Service Operational Control by Zeecare Executives.

Zeecare placed its executives at 11 locations across the country to operate, control & report on service processes.

Zeecare also put in place a robust RDBMS based MIS & Reporting Framework initially that was later on replaced by SAP.

Zeecare team designed & created:

1. An effective Centralized Customer Care Centre
2. Spares Flow & Logistics to make available spares at the Field Support Locations
3. Spares Inventory Management System for automatic replenishment by way of STP (Straight Through Processing) based on actual spare levels at each of the branch locations
4. Branch Test and Repair Centres which were responsible of maintaining fast moving and low value spare parts.
5. National TRC was to procure and dispose spares, distribute them to branch TRC's. Also, maintain stock of slow moving – high value spares.
6. Management & Control of TRCs for conversion of Defective Spares to Good ones.
7. Warranty & AMC Data Management & its upkeep.

This Service Organization was meant to be spread across India with 11 Main Centres & 100+ Locations for Resident Engineers.

## **IMPACT**

Our Strategic Association generated impressive results:

### **Customer Metrics**

- Average down time for solving a customer complaint was reduced by 73%.
- Customer Satisfaction Level increased to 98%.
- Service Operations across 111 + cities were successfully operated and managed.

### **Productivity Metrics**

- Engineer productivity went up by 110%.
- Productivity for repair and maintenance went up by 55%
- 60% reduction in the Repeat Failure Instances

### **Financial Metrics**

- Logistics costs were slashed by 75%.
- Field Service Cost was reduced by 40%
- Inventory level required for spares came down by 40%.

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