

BigBasket- Ozonetel Case Study

- Saved close to INR 5,00,000 of Capex investment over two years
- Real time customer support across various touch points – voice, email or social media
- Due to the stable & robust solution, we are consistently managing AHT (Average Handling Time) of 2.5 minutes and able to achieve industry leading FTR (First Time Resolution) of 85%.

“Our customers are those who are short of time. If they call or email us, we would like to have their issues addressed immediately. BigBasket was looking for a technology partner who could support in customising our communication requirements in a timely manner. Partnering with Ozonetel has helped us provide multi-channel support to our clients in real time,” Abhinay Choudhari, Co-founder, BigBasket.

Business Challenge: BigBasket launched its services by investing in a traditional communication equipment vendor and a local team to manage it. Four months after its launch, the team at BigBasket was not getting the benefits they had hoped for. The issues were related to:

- Time taken to deliver customised solutions
- Centralised multi-city support

BigBasket was looking for a technology partner for its multiple customised requirements, not necessarily on the Cloud.

BigBasket on Ozonetel: BigBasket started using Ozonetel services from July 2013. Besides being able to deliver the solution as required by BigBasket, Ozonetel also gave an added benefit of being a CAAS (Communications As A Service) on the Cloud which brought in savings on CAPEX for the communication equipment.

Tracking customer emails and the response time was a challenge which was not being done in real time. Same was the case with the comments on Social Media (Facebook, Twitter) – which are now addressed in real time with Ozonetel platform.

BigBasket has multi-channel connect points with its customers – be it voice, email or social media. During every interaction a ticket is raised. Prior to the Ozonetel implementation, all the tickets were raised individually which created confusion and took longer time to respond to the customer. But now, all customer interactions from their registered contacts gets raised in one ticket – allowing the support team to have a better insight as well as be more productive. This also enables a seamless interaction with the customer.

In terms of scale, BigBasket started with 10 agents for Bangalore in Jul 2012 taking 300 orders a day and now it has 30 agents across three cities (10 per city) handling 1000 calls and 100 emails per day. During peak times, BigBasket handles 3000 orders per day. **The scaling up has not resulted in any additional Capex investment due to the CloudAgent solution from Ozonetel and in the process,**

BigBasket has saved close to Rs 5 lakhs in Capex over two years. Due to the per agent pricing model, BigBasket has managed to keep the overall CS (Customer Support) cost at just under 0.5% of the overall revenue when revenue has grown 10 fold over 2 years.

Due to the stable & robust solution, BigBasket is consistently managing AHT (Average Handling Time) of 2.5 minutes and able to achieve industry leading FTR (First Time Resolution) of 85%.

Ozonetel Impact:

No capital expenditure in technology to run and maintain the multi-channel communication support platform - Saved close to INR 5,00,000 of Capex investment over two years.

- Get Business Analytics & Detailed Reports
 - Customer call waiting time
 - All missed calls are returned. Consistently managing AHT (Average Handling Time) of 2.5 minutes and able to achieve industry leading FTR of 85%.
- To be able to provide consistent customer support be it any touch point - voice, email or social media. Due to the stable & robust solution, BigBasket is consistently managing AHT (Average Handling Time) of 2.5 minutes and able to achieve industry leading FTR (First Time Resolution) of 85%.

Next steps: BigBasket is looking to expand to three new cities in 2014 and three more in 2015 – which means adding additional team supporting them from a centralised location.

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