



A leading automaker improves CSAT score using digital transformation services

One custom case management solution helps the clients to achieve – optimum utilization of their expert service engineers, complete visibility on major issues in the product, better routing plan, knowledge base to train local engineers, Vehicle Off-Road servicing (urgent repair status), and many more resulting in a quick turnaround to resolve customer’s vehicle issues.

An Optimized Solution to Resolve a Customer’s Vehicle Issue for Manufacturer and Dealer

India’s 2nd biggest automaker was struggling to know what technical issues or breakdowns their customers face and how much time does it take for their expert engineering team to resolve them. In absence of digital platform for issue escalation and resolution, they were unable to capture data points accurately for analytics and were also missing structured knowledge repository.

Utilizing the Open source Laravel technology professionals, Softude designed and developed a web-based custom solution that is deployed at 432+ dealers’ across 31 locations in Phase I roll out. This custom solution helped the manufacturer to establish a digital platform for customer issues escalation and resolution between their dealers’ network and expert engineers. As of now, 3000+ users (Dealers’ engineers, manufacturer expert engineers) are communicating through this solution.

How it works

Dealer raises a service case to be escalated to the automaker on their web portal or by calling their Call center.

As the resolutions are saved in database, expert engineer can also search for a resolution based on keywords in this repository.

If issue still persists then an onsite visit is done by the Expert engineering team.

The case is closed after resolving the issue.



Centralized Expert Engineering team provides resolution to the technical issues to the dealers’ servicing team as per predefined TAT.

If the expert engineering team is not able to resolve, the case gets escalated to the senior team member in the engineering team who provides resolution.

Engineer’s visits are planned by the application based on the cases pending to be resolved onsite.

Business impact of the solution

- Quick turnaround to customer improved CSAT
 - Analytics on response time, issue resolution time, no. of cases escalated, types of issues reported etc. on various parameters such as location, product, engineering team member
 - Insight to R&D division on commonly reported faults
 - Optimized route plan for expert engineers for savings in travel cost.
- Knowledgebase helps dealers' engineers to resolve issues quickly and avoid dependency on experts



About Us

Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and personal mobile devices. With a highly competent and trusted team of 425+ members, Softude delivers digital brilliance that accelerates the digital-first journey of brands.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015 and a Great Place to Work For certified company.

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