

Case Study

HomeShop18

India's First 24-Hour Home Shopping Network Increases Sales and Productivity With Blended Interaction™

The Company

HomeShop18 is an online and on-air retail marketing and distribution venture, India's first 24-hour home shopping TV channel. HomeShop 18 operates in a multimedia environment including, television, web, catalogue and print, to reach high-quality products and services directly to customers across the country. The company uses a 24-hour sales and customer service centre allowing customers to call in and book orders as per their convenience with free home delivery across India. Today, HomeShop18 has close to 300 executives with an efficient IT infrastructure that manages nearly 13,000 inbound calls, 5,000 outbound calls, and 3,500 short messenger service (SMS) interactions.

The Business Challenge

The company was using a third-party outsourced sales and customer service centre to manage incoming calls from prospective and existing customers for sales booking and service queries. There were also a growing number of outbound calls both to restart conversations with those customers who were disconnected while exploring the voice portal menu or for new sales orders and promotional campaigns. New channels were set up, driven by market and customer needs, such as SMS-based channels for customer interaction. On average, the centre managed a significant number of outbound calls and inbound calls per day along with a plethora of SMS interactions. Managing these disparate processes efficiently was turning into a major task for the organisation.

In addition, business was growing, both in terms of scale of operations, as well as volume of business driven by the increasing popularity of the HomeShop18 brand. Moreover, while the company was also looking to minimise lost sales (through abandoned calls) by keeping track of incoming calls, database and information management, as well as analysis of that information was becoming complex and burdensome. Existing infrastructure was already up to capacity and could not cope with this demand. The company needed a larger contact centre set up, one that would deliver the efficiencies and the scalability it needed.

The Solution

The company chose to set up an in-house contact centre instead of continuing to use its outsourced contact centre. The new contact centre at Noida in the National Capital Region of India has the capability to scale more than 200 percent of the original capacity to accommodate the growing call traffic.

After a review of a number of vendors, HomeShop18 chose to implement Blended Interaction, a unified communication application for the contact centre from Aspect. The company found Aspect rated better than other solutions on the following major features: unified solution, quality management and voice logging capabilities.

Specifically, the reason for choosing Blended Interaction was to eliminate the need to integrate multiple point products for managing different contact channels. Blended Interaction unites inbound, outbound and blended multichannel contact with workforce management in a single, scalable technology platform. In addition the application also delivers the voice portal, recording and quality management functionality that HomeShop18 required to improve agent performance and deliver an enhanced customer experience through speech enabled self service.



Products

Blended Interaction, a unified communication application for the contact centre.

Results

- Reduced call response time for short messenger service SMS from 12 hours to only 15 to 20 minutes
- Improved agent efficiency from 60 percent to 85 percent
- Increased call handling rate from 9 calls per hour to 14
- Improved sales conversion rate of 35 to 40 percent instead of 20 percent

"HomeShop18 was looking for solutions that could offer seamless coordination between the enterprise and the contact centre and we chose Aspect which has helped us deliver this."

Raman Gulati
Vice President
HomeShop18



HomeShop18 also selected Blended Interaction™ because of its open platform, enabling them to seamlessly integrate their existing technology investments and back-end customer relationship management (CRM) systems with the new solution. Additionally, the company saw the value and expertise that Aspect® Professional Services could bring to bear during the implementation process.

HomeShop18 worked with Aspect partner, Wipro Technologies for the implementation of the solution. The implementation was completed in eight weeks with complete involvement of Aspect specialists who made the deployment and integration very smooth.

Results

Following the implementation, HomeShop18 immediately improved productivity using the Blended Interaction application. The voice portal capability of the application enabled HomeShop18 to offer product selling, promotional offers, billing related issues, and refunds via an automated menu. Customers could book their order through the portal and also through the contact centre. As most of these types of transactions are now automated, agents have time to address more complex customer issues.

The universal queue feature within the application organises incoming contacts across all communication channels in a single queue and routes them to the most appropriate agent, taking wait times, incoming traffic volumes and service levels into consideration. This enables HomeShop18 to make changes to the provisioning rules without stopping and starting systems, campaigns or services. Through direct routing of data to the sales agent, SMS call response time has reduced from 12 hours to only 15 to 20 minutes. The call routing features and automated voice portal menus also helped increase the company's call handling rate from 9 to 10 calls per hour to 13 to 14 calls per hour.

In addition to voice channels, HomeShop18's contact centre sales agents can continue to take calls or interact with customers via text chat/messaging. Plus, the automatic outbound dialing capability of Blended Interaction enables HomeShop18 to use multiple dialing options, such as predictive, preview, timed preview and manual to deliver a message involving order status when a customer answers his or her phone, to respond automatically to a number of follow-up questions and to route the answering customer to a live agent, if necessary. The solution also has the fully integrated email management capabilities for sending, receiving, routing and auto-responding to emails. And, by using multichannel recording and quality monitoring, HomeShop18 is able to review interactions between its sales agents and customers, and provide offline or real-time coaching to the sales agents. This ensures that customers are receiving a quality experience, which is very important to HomeShop18.

Overall, Blended Interaction has helped improve operational efficiency, for the company, helping HomeShop18 leverage a universal agent pool for inbound and outbound contacts, increasing agent productivity from 60-66 percent to 85 percent. The company is also seeing a higher sales conversion rate, of 35 to 40 percent against 20 percent in the earlier outsourcing model.

The company's success stems from its highly efficient operations and the value that it places on its in-house contact centres and the employees who help the company manage call traffic and ensure a positive customer experience

"In a services business like ours, customer satisfaction and call resolution for 100 percent of our customers is critical to our success. The UC application from Aspect has eliminated many of the challenges we were facing as an organisation and has allowed us to provide a very consistent and seamless experience for our customers at much lower costs."

Sundeep Malhotra
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About Aspect

Aspect is a global software and IT services firm specialising in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact centre. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

