FiveS

ABOUT

FiveS Digital is a technology-led Business Process Management (BPM) organization delivering solutions and services around Customer Experience, RPA/IPA-driven digital transformation, and Computer Vision (ML & NLP).

Global Presence
- USA
- Europe
- Middle East

Sectors Served
- Retail
- Healthcare
- E-commerce
- Fintech

Offerings Portfolio - Products
- CX First (Cloud-based CX platform)
- TMS (Training Management System)
- DMS (Decision Management System

Offerings Portfolio - Services
- Customer Experience (CX)
- IPA-led Data Transformation
- RPA (Robotic Process Automation)
- Data preparation & management Ops
- BPO/Contact Center
- Omnichannel Customer Support

Technology Expertise
- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☑ Robotic Process Automation
- ☑ Big Data

Associated Patents
- ☑ No
- ☐ Yes

Go to Market Strategy
- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy
- Traditional Tech | 30% |
- Digital Tech | 70% |

Hiring Strategy
- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

A leading Indian e-commerce company that specializes in beauty and wellness products faced a challenge in enabling employees (customer care executives) to provide correct and complete resolution to customer queries, requests and complaints due to lack of effective system which can guide them at every step. New hires faced difficulty in responding promptly to customer requests/complaints, resulting in long wait times and few resolved complaints leading to unhappy customers.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. FiveS Digital has developed a comprehensive Agent Assist Platform called CX First, which is a software-based solution that offers businesses an all-in-one platform to improve their customer experience and empower their customer facing teams.

B. The platform comprises three key tools, including a Decision Management System (DMS), Quality Management System (QMS), and Training Management System (TMS).

C. Since CX First is a software-based solution, it could be easily integrated with the dialer and CRM for the client to automate the decision-making process for their agents during customer interactions.

D. It provided a step-by-step guidance to agents through its DMS tool, which led to faster resolution times and higher customer satisfaction.

IMPACT

A. Higher first-call resolution rate – The quality scores improved from 86% to 90%. Bottom Quartile Quality Scores from 60% to 85%+

B. Higher resolution ratio on email queries – CSAT improved from 49% to 60%

C. Lower attrition – Attrition rate dropped from 10% to 4%

D. Lower resolution time – The average query handling time on calls decreased from 7 mins to 6 mins.