



# Delivery CASE STUDY

## Client Profile

**Customer:** Delivery

**Industry:** Logistics

**Challenge:**

The major challenges was stability, integration with crm and expansion

**Solution Requirement:**The customer was looking forward to establish an Inbound Customer care Solution to handle

queries & complaints based on the AWB number. It includes a 2-3 level Inbound IVR that will route call to the Agents. The objective of Customer care solution was to improve customer satisfaction & loyalty thereby increasing customer lifetime value by making the most out of every customer engagement whether in person, online via email or chat or over the phone.

**Competition:** There were interested other vendors which were ready to go to any extent on price for adding Delivery as part of their Customer base.

*Cohesive Technologies came across as the most flexible team to design a Contact Centre Solution. We are very happy with the performance of the product & wish the very best to Cohesive Technologies for future endeavours.*

**Bhavneet Kaur**  
(Sr. Product Manager)

## CASE STUDY

### About Delivery

Delivery group founded in May 2011 and Launched express logistics services in Delhi NCR in June 2011. Express logistics services expanded to 130+ cities in 2013.

Delivery have developed an end-to-end suite of omni-channel solutions encompassing the best global practices tailor-fit to nuances of doing business in India, based on our operational experience. This includes management tools for global inventory, distributed order management, channel integration, customer engagement, campaign creation & management, fulfillment management & demand & channel analytics.

Delivery's Customer Experience Strategy is to build a world class voice of customer program by delivering supreme Customer Experience through various touch points. The objective is to improve customer satisfaction & loyalty thereby increasing customer lifetime value by making the most out of every customer engagement whether in person, online via email or chat or over the phone.

### About Cohesive

Cohesive Technologies a global telecom solution provider on VoIP and IP platform. Head quartered in INDIA with operations spread globally. As a leader on VoIP solutions, Cohesive integrates and design solutions which are people centric solutions, based on customer insights and our promise of Convergence.

To achieve the customer delight and the right solution Cohesive partners its technology with Aculab, 2N, Grandstream, Epygi, Digium and Cradle to cater all verticals from a SOHO customer to a big enterprise.

### Solution Requirement

The customer was looking forward to establish an Inbound Customer care Solution to handle queries and complaints based on the AWB number. It includes a 2-3 level Inbound IVR that will route call to the Agents. The objective of Customer care solution was to improve customer satisfaction and loyalty thereby increasing customer lifetime value by making the most out of every customer engagement whether in person, online via email or chat or over the phone

### Competition Faced

There were interested other vendors which were ready to go to any extent on price for adding Delivery as part of their Customer base.

### Major Challenges

The major challenges were stability, integration with crm, expansion and design a contact centre solution by aligning our product with customer vision and objective.

### Solution Offered

The solution offered was based on Cohesive offered Call Centre Platform with PRI gateway & Grandstream End Points which is tightly integrated with their customer ERP system & 3rd party platform Fresh Desk. This integration provides a single platform & screen for Support Executives to view customer information, effectively answer queries, create specific tickets for service follow through & enable cross-functional collaboration within the company to deliver a consistent value proposition to our customers.

### How our Solution was different than competition

The solution offered was tightly integrated with our custom ERP system & 3rd party platform Fresh Desk. This integration provides a single platform & screen for Support Executives to view customer information, effectively answer queries, create specific tickets for service follow through & enable cross-functional collaboration within the company to deliver a consistent value proposition to our customers. This solution has enabled Delivery in consistently increasing its customer satisfaction score.