

客户体验

流程政策更新

优质售后服务

渠道发展

打造世界级售后服务之 DST 远程电话技术支持

基于客服400热线，优化远程售后技术支持，有效利用RA内部资源，提高运营管理，改善客户体验

目标

- 确保电话第一时间被接通 --> 电话掉线率 <= 5%
- 有效获得所需的远程技术支持 --> 在线一次性解决比例 >= 80%; 响应时间 <= 2Hrs
- 100%的点对点 (E2E) 的跟进，确保信息透明 --> Service Ticket TAT <= 5 days
- 即时的客户满意度调研以收集客户的反馈 --> 客户的满意度指数 >= 80%



已完成

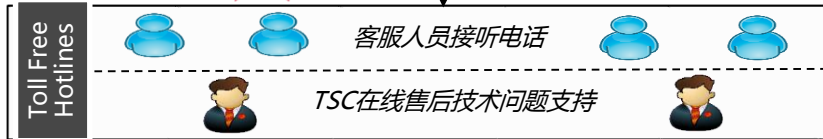
- 服务模式可行性研究和分析；
- TSC和CC的职责的重新划分和定义；
- 点对点 (E2E) 管理模式及业务流程设计；
- 即时客户满意度调研的问卷设计及数据的收集分析；
- 衡量指标 (KPI) 的确定；



客户



Service Ticket#



远程电话支持模式主要变化：

Change 1:

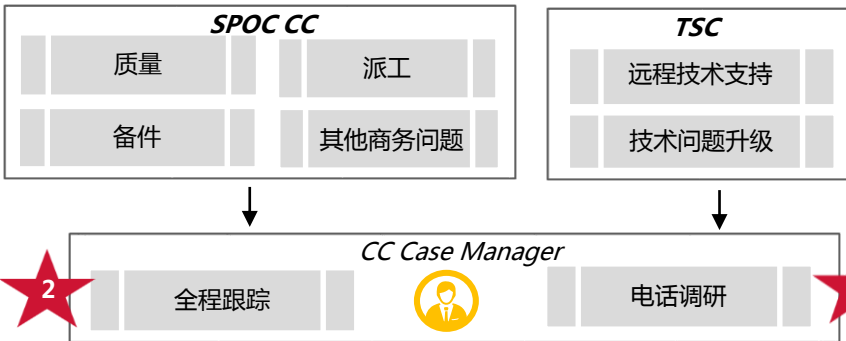
明确TSC和CC的责任划分

Change 2:

全程跟踪，确保CASE能够有效解决

Change 3:

实时电话调研收集客户反馈



Next Steps

- CC 及 TSC的内部培训及沟通
- 系统流程模拟测试

通过微信和网站等渠道推广

持续的市场推广



Please feel free to contact us if any questions

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Customer Experience

Process & Policy Update

Premium Post Sales Service

Distributor Maturity

Premium Remote Post Sales Support to DST Business

Focus on customer centric culture to build up an effective remote phone support model in GRC to ensure the customer's post sales issues can be addressed effectively to improve the customer experience. Also maximize resources utilization to drive the operational excellence.

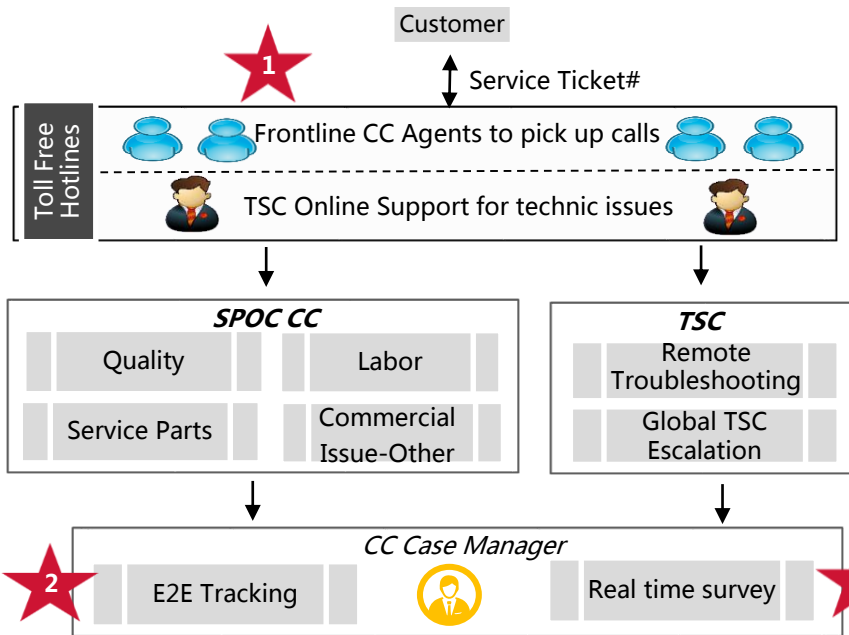
Project Objectives

- Abandon Rate $\leq 5\%$
- One-time resolve% $\geq 80\%$
- Response time $\leq 2h$
- 100% End to end management
- Customer Satisfaction $\geq 80\%$



What We Achieved

- Feasibility study
- End to end management model
- Real time survey
- KPI framework and service dashboard



Future Service Model & Key Changes :

Change 1:

Redefine the role & responsibility of TSC and CC

Change 2:

End to end management to accelerate long cycle time cases

Change 3:

Real time survey via call to collect the customer's feedback

- CC&TSC Training & Communication
- Simulation

Marketing Promotion Plan via Wechat, Website etc.



Continues Marketing Promotion



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