



Customer Support Process Excellence



ABOUT THE CLIENT

- One of the fastest growing and most popular cryptocurrency exchanges, headquartered in Singapore. With offices spread across multiple continents.
- 5 million+ users and \$10 Billion in fiat transactions, a technology enabler for its customers and makes available crypto assists for its customers



BUSINESS CHALLENGE

- Our client with large customer base was struggling to resolve the queries and or complaints raised by customers due to lack of streamlined process for resolution at the customer support center.
- For each type of complaint raised, delays were witnessed even at the stage of assigning the ticket to customer support executive.
- Overall delays of more than 60 days in resolution of ticket vis a vis turn around time of 48-72 hours

- 1 No defined workflow in assigning tickets
- 2 Inefficient process mapping of how and by whom the ticket will be resolved
- 3 The process document was complexly worded resulting in confusion and unambiguity
- 4 Misaligned process document and system workflow
- 5 Third party dependency on technical resolution of complaints



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OUR APPROACH



Identify GOALS

- Agreeing to the **specific GOALS** of each process identified to be integrated
- **Alignment of GOALS** with the process owners
- Discussion with management on project timelines, communication protocols and deliverables

Assess and Design

- Mapping of the AS-IS process
- Review of Data, its robustness and underlying process
- Establish base line metrics – number of errors, tickets reopened, TAT, open tickets
- Detailed flow chart of AS-IS process highlighting process and design gaps
- Buy in from process owners on gaps, redundancies, and improvements required
- Design standardized workflow for end to end customer complaint ticket resolution with realistic TATs, roles and responsibilities, escalation matrix



Test, Implement and Monitor

- Trouble shoot and micro manage during test phase of new process design and IT functionalities.
- Practical recommendations and implementation roadmap
- Project Management support during implementation to ensure the quality and documentation for each stage.
- Process KPI's & KRA's/ Reporting Framework





BUSINESS IMPACT & VALUE CREATION

- Reduction in resolution time on tickets / complaints raised by customers
- Parameters for measuring employee productivity in terms of number of tickets per employee, error rate etc.,
- Process standardization for customer ticket resolution
- Flowchart for all the modes of fait deposit and withdrawal process
- Streamline workflows for end to end customer complaint ticket resolution with realistic TATs, roles and responsibilities, escalation matrix
- Improved internal collaboration and third part communication for faster resolution and TAT

ABOUT US

Valueonshore Advisors is a niche advisory services firm, founded in 2009 by senior professionals from the Big 4 firms and global corporates. Our team of close to 300 experienced professionals provide customized solutions and relevant industry insights to clients. Our portfolio includes multi-billion-dollar companies, mid-cap public, and pre-IPO companies that range from late stage to early stage. We are a trusted, preferred partner for various multinational and Indian clients who engage us for our functional expertise, industry knowledge, and for our objective solutions for complex problems.

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