

How Cerebrate Solutions changed the way BFSI brands perceive Digital Customer Experience!

Covering Note: Reliance Nippon Life Asset Management Limited (RNLAM), one of the top 3 AMC's in India aims at providing its consumers with top notch services in the Mutual Fund space. Being under the aegis of the Anil Dhirubhai Ambani Group, RNLAM has been a front-runner with proven records and lakhs of satisfied customers who have experienced financial growth. The brand has actively and successfully marketed its products and services.

Problem Statement: While the brand had aced its marketing both offline and online, the number of conversations online shot up and so did the negative sentiment. The responses of the brand were being handled internally by the social media team and customer service team, it was then decided to hire a specialist agency that excels in Digital Customer Experience and thus in the year 2014, the relationship between RNLAM and Cerebrate Solutions began.

Execution: Cerebrate Solutions took charge of the task at hand and began the work by using an advanced ORM tool to assist in its day to day activities. The initial mandate was to handle responses for 8 hours x 5 days per week. Conversations were tracked using the ORM tool and manual search.

We tracked Twitter, Facebook, News sites, consumer blogs and forums, Google Play store & App store to name a few. All the conversations were scanned using human intelligence for relevancy, sentiment, product type, content type, action required, influence, user demographics etc. Every actionable conversation (request/query/complaint/feedback/sales lead) was responded to and escalated within a TAT of 5 minutes. Sales opportunities from the competition were tracked and escalated to the customer support team. In order to converse and resolve cases quickly, a WhatsApp group was created that had the whole team on-board including the marketing and customer support team at RMF.

Due to the extensive marketing push by the brand, the conversations kept building up and hence it was decided to extend the process to 24 hours x 7 days a week, which is a unique service offered by Cerebrate Solutions.

Results: In a short span of time, the first milestone was achieved, the 'Facebook Green Badge', RNLAM being the only AMC to maintain this badge on Facebook for more than 2 years. All the queries and complaints are resolved within a record time of 4 hours. A comprehensive ORM monthly report provides insights about brand, competition, PR, marketing campaigns and customer support. The insights by team Cerebrate, has helped the brand in designing marketing strategies, product innovation ideas and improve the customer service levels. A daily dashboard is provided to the top management including the CEO & the CMO. The extensive Social Listening reports have helped the brand in designing a new product and design marketing strategies to launch it.