

How Globiva Improved **C-SAT** for Leading Ridesharing Company

About Our Client

World's Leading Ridesharing Company

Our client is an on-demand rideshare company that services over 1 billion rides across bikes, auto-rickshaws, metered taxis, and cabs through 1.5+ million driver-partners across 250+ cities in India, Australia, New Zealand, and the United Kingdom

The Challenge

Although the client was working with a Leading IT services provider for its ANZ business but was grappling with some challenges. One of our client's challenges was receiving a massive volume of customer care and driver support requests for different cases and app troubleshooting. Other challenges are:

- High resolution timeline
- Missed service levels
- Low C-SAT & P-SAT scores
- Inability to scale quickly

The client was on the verge of launching operations in the United Kingdom, and the only way to scale was to get an efficient BPM company to help them. Therefore, they onboarded Globiva to support the customer & driver-partner experience operations

Our Solution

Without automation or an army of expert agents to handle the volume, responses to resolve rider and driver, our client's customer satisfaction scores suffered and were fluctuating. However, when they partnered with Globiva, our team was able to provide the following solution:



Service request processing, performed by the onsite geo team, consolidated at Globiva to help end-to-end ownership and close-looping customer issues.



Adopted "Converged" CX approach with a holistic focus on issue resolution, D-SAT deep dive, and driving down re-open to deliver exponential improvements



Started operations from Gurgaon and later on added Kolkata as a secondary delivery location to offer agility, business continuity, and cost-effective solution

All these improvements led to a massive drop in resolution time to less than 24hours from an average of the previous 8 day resolution time. Also, there was a 78% increase in the company's CSAT score for both customers and drivers.



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The Impact

Globiva deployed the "Converged" CX framework, capable of assessing the correlation between resolution & C-SAT.

Deep-dives were carried out for re-open, and resultant actions helped reduce the re-open rate from 16% to 4%.

Initiated real-time D-SAT scrubbing was along with 100% outcall in case agent error was the cause of D-SAT. This enabled us to win back customer trust, and resultantly, D-SAT went down from 54% to 18%.

As 2nd delivery location, Kolkata allowed Globiva to ramp up quickly with an increase in customer volumes. Over 150 FTEs went live in under 6 weeks from the confirmation date for UK business.

Eventually, consolidated all volumes across ANZ and UK and Globiva was made the exclusive partner.



Resolution time dropped to
< 24 hours
from an average of > 8 days



80% increase
in First Time Resolution scores



78% growth
in C-SAT scores



**Customer
Acquisition**



**Customer
Services**



**Customer
Retention**



**Back-office
Processing**



**Finance &
Accounting**



**HRO &
Staffing**

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