

CASE STUDY

Solution selling in the times of demonetisation

Voice drop opinion poll services from DSNL

The client is a leading housing finance company which offers home loans to the middle class segment.

Background:

With the demonetisation of Rs 500 and Rs 1,000 currency notes, this high-growth client faced a challenge in recovering EMIs from non-ECS customers. As a work-around, the M-swipe system was introduced where the EMI would be collected at the customer's doorstep by company officials.

Challenges faced

1. Communicating the new payment collection process to all customers
2. Segmenting customers on the basis of 'opt-ins' for M-swipe services

Solution Offered

1. The corporate sales manager from DSNL pitched Voice Drop Services along with the opinion poll feature.
2. The new process change was recorded as a voice message and sent to all the customers.
3. The customer had to key in a DTMF response if they chose to pay through doorstep M-swipe service.

Result

Voice drop messages were sent to over 3,000 customers. The client was delighted to receive responses from 40% of users opting for M-Swipe services.

Benefit

1. Enhanced customer satisfaction as a result of the two-pronged approach in messaging and response capture
2. Reduced time and effort for the customer through instant communication to over thousands of customers over a single call

Summary

Customer Challenge:

- Intimation on mode of EMI collection
- Registration of opt-ins for the new payment collection process

Solution Offered:

- Voice drop with opinion poll to capture responses

Result:

- Over 40% response from customers