

Ameyo Customer Success Story

DHL International



OVERVIEW

Customer: DHL International

Website: <http://www.dhl.co.in/en.html>

Country or Region: Mumbai, India

Industry: Logistics

Customer Profile

DHL International GmbH is the world's leading logistics company present in over 220 countries and territories across the globe. With a workforce exceeding 285,000 employees, they provide solutions for an almost infinite number of logistics needs.

Business Situation

For its operations in India (Mumbai), DHL had earlier been using a legacy application to run its contact center processes. They however, were looking for a more efficient solution which offered wider customer outreach and innovative tools to boost productivity and revenue. They required the solution to adhere to specific criteria of dialing which their existing application could not accommodate.

Solution

AMEYO's rich features allowed handling of large call volumes, as well as creation of complex call flows. For DHL, AMEYO enabled dialing out to different types of customers using different channels of communication.

Benefits

- ☐ Incremental Overall Growth of 17%
- ☐ Better Management of Outbound Campaigns
- ☐ Quota control enabled right customer outreach

Leading Logistics provider raises the bar in Customer Experience Management

Introduction

DHL International GmbH is the world's leading logistics company present in over 220 countries and territories across the globe. This makes it the most international company in the world. With a workforce exceeding 285,000 employees, they provide solutions for an almost infinite number of logistics needs. A part of the world's leading postal and logistics group, Deutsche Post DHL, it encompasses three divisions: DHL Express, DHL Global Forwarding, and Freight and DHL Supply Chain.

Situation

As the world leader, DHL cannot compromise on the quality of its services. For its operations in India (Mumbai), DHL had earlier been using a legacy application to run its contact center processes. They however, were looking for a more efficient solution which offered wider customer outreach and innovative tools to boost productivity and revenue. DHL needed complex programs which could effortlessly run dialing and lead generation processes. They required the solution to adhere to specific criteria of dialing which their existing application could not accommodate. DHL therefore, needed a flexible and robust solution to fulfill their large-scale operations.

Therefore major requirement listed by DHL are as follows:

- Solution had to be scalable and flexible
- Should handle large-scale call volume
- Needed skill- and priority-based call handling
- Lead generation to be increased

Solution

DHL Mumbai sought out the Ameyo solution to address their needs and adhere to their high standards of quality. Ameyo's rich features allowed handling of large call volumes, as well as creation of complex call flows. For DHL, Ameyo's omnichannel solution enabled dialing out to different types of customers using different channels of communication. The dialing was based on strict priority and Ameyo's CTI tool allowed user ID to be mapped to the defined customer type while leads were uploaded. Additionally, Quota control enabled uploading and appending data and mapping them to lead dialing.

Benefits

Ameyo aims to exceed customer expectations, by providing an easily customizable and extensible platform that is capable of adapting to new business processes without compromising on the stability or business continuity. DHL comprehends the importance of delivering unprecedented customer experience to continue as a world class logistics provider.

Better Management of Outbound Campaigns

Ameyo replaced the legacy application used by DHL. The solution enabled DHL to reach out to multiple prospects in the multichannel and new customer segment, apart from the existing customers. Priority-based dialing helped the agents to provide customers ample service and support. The intelligent calling process was based on complex algorithms to assess the customer type (existing, multichannel, or new), agent's skill, customer priority, priority and lastly, the ZIP code or region.

The 360* Customer View

Predefined parameters with different methods of calling and outreach were also set up for the different types of customers. New customers could be reached through website, e-mail blasters to deliver exceptional customer experience, efficient operations, and a robust database.

Quota control enabled right customer outreach

The Quota control interface helped define the parameters for dialing restrictions based on certain business rules. With this data could easily be uploaded and appended for a region, and this would be mapped to lead dialing, which could be controlled or restricted.

The agents could restrict zone dialing by defining data on the basis of parameters like region, number of call connects, total leads generated, and dial out limit. This ensured that DHL's outreach targeted the right customer segment, thus increasing the chance of leads more.

Incremental Overall Growth of 17%

Operational efficiency and employee productivity improved drastically after implementing an advanced IVRS was for self-service of routine queries through phone like trace and track and price quotes queries . Also, with streamlined lead generation process, revenue improved as well.

Robust and Easy Integrations

Third-party database could also be integrated easily. Ameyo proved to be scalable and flexible to the business and accommodated advanced customer care features.

With Ameyo, DHL benefitted with an all-in-one communication suite which simplified processes and increased efficiency. DHL was not only able to observe exponential improvements in their business processes and operational efficiency but also enhance the customer experience, within a month of live operation.

About Ameyo

Ameyo is an **Omni-Channel customer experience Software** aimed at delivering consistent, seamless and personalized customer experiences across the customer journeys.

Ameyo's products include -

- Omni Channel Contact Center Software
- State of art CRM for case management
- Self Service across channels including Bots
- Customer Intelligence, Analytics and Personalization
- Digital Sales
- Collections Automation

Ameyo is available on *Premise, Private cloud and Public cloud*. With the high robustness, flexibility and ability to serve customers across dimensions, Ameyo is the one-stop solution for businesses' comprehensive customer support needs.

Our Customers

With years of proven experience in the extensively challenging and fast-paced Customer Experience Management domain, Ameyo enjoys a widespread range of customers on a global level with over 1600+ customers in 60+ countries across Banks, Financial Services, Telecom, Travel & Tourism, E-commerce, Insurance etc.



Awards & Appreciation



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