



SUCCESS STORY

Voltas Self Care Portal

Elevating Customer Service and Operational Efficiency.

Company Name:

Voltas, a TATA Product

Industry:

Home Appliance Company

Location:

India

Impact

Empowering, Robust and User-Centric

Application

Service Portal

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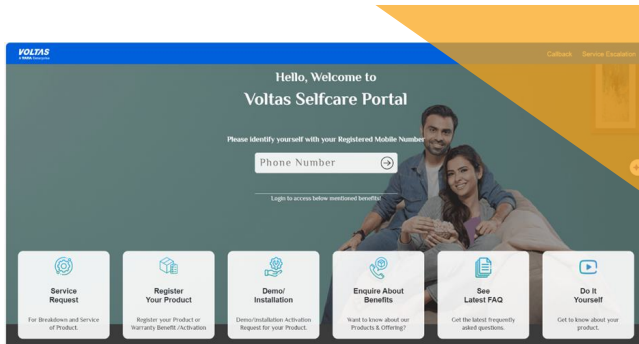
Voltas Self Care Portal

A CASE STUDY

Elevating Customer Service and Operational Efficiency.

Background

Voltas recognized a critical need to modernize and streamline its customer service operations. Traditionally, customers had to rely on call centers for a variety of services, including product purchases, service requests, and registrations. This dependence on manual processes led to inefficiencies, slow response times, and customer frustration. To address these issues and enhance customer satisfaction, Voltas decided to transition these functions to an online portal, aiming to empower customers and dealers, and reduce the dependency on call center agents.



Our Approach

Unified Single-Page Portal for Optimized Customer Engagement and Acquisition

To tackle these challenges, we developed an online service portal. The approach focused on creating a user-friendly interface where all functionalities were accessible on a single page, simplifying the user journey and enhancing customer acquisition.

Solutions

- **New Voltas Portal:** The portal homepage was designed to be intuitive and comprehensive, featuring various tabs for service requests, product registration, demo/installation requests, and more. This streamlined interface aimed to provide customers with easy access to all necessary functions.
- **Shared Account Management:** Families sharing a single contact number can manage multiple accounts via the portal. Customers could log into the website and access multiple accounts and addresses registered with their number.

Challenges Faced

• Dependence on Call Centers

Customers had to make phone calls for purchases and service requests, leading to long wait times and high call volumes. Franchisee or dealer registrations and other requests also required phone calls, adding to the workload of call center agents.

• Delayed Closures and Inefficiencies in Service Management

Technicians relied on paper-based methods for tracking and closing service requests, which were time-consuming and error-prone. Service requests often had delayed closures due to the slow manual processes.

• Scattered Customer Data

Due to lack of a centralized portal, customer data and service history were not easily accessible or manageable.

This allows them to select the account they wanted to manage for service requests and other activities.

- **Technical Overhaul:** The portal's technical architecture was built using modern web technologies to ensure robustness and scalability using Angular for creating a dynamic single-page application (SPA) and Laravel to handle server-side operations and integration with the Siebel application through REST APIs with MySQL as Database storing and retrieving customer data.

Business Outcomes

Improved Efficiency

The portal drastically reduced the manual closure of service requests, with up to 95% of requests now being closed online.

Increased Convenience and Accessibility

Customers could now independently manage purchases and service requests through the portal, reducing reliance on call center agents.

Efficient Service Requests

The portal streamlined the process of raising service requests, reducing manual intervention and speeding up response times.

Comprehensive Product Information

Customers could view details of all products associated with their account, aiding in effective management of warranties and service schedules.

Product Registration and Warranty Management

Simplified product registration and easy access to extended warranty details and AMCs.

Real-time Updates and Notifications

Customers received timely notifications for pending services, upcoming appointments and service request statuses.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 17 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. [earn more about Cubastion at](https://www.cubastion.com)

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Key Areas of Expertise Demonstrated

● Robust Backend Operations with Data Management and API Integrations

Our IT consulting services demonstrated exceptional expertise in backend development using Laravel. We chose this powerful PHP framework for its scalability, security, and ease of maintenance.

● Created Responsive and Interactive User Interface with Angular

Our proficiency in frontend development was showcased through the use of Angular to build a dynamic single-page application (SPA) for the Voltas Service Portal by utilizing Angular's component-based architecture to create reusable UI components,

● Self-Service and Automation

Empowering customers with self-service features and automating service assignment and management processes.

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