

# The Avalon Edge

- E ntrepreneurship
- D edication To Excellence
- G reat Value Creation
- E thical Approach

# Enhancing Customer Relationships

## Client Situation

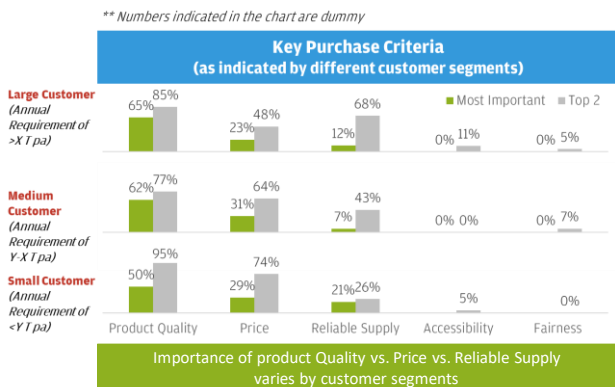
- The Client was a leading bulk-chemicals manufacturer with a large customer base comprising both, large and SME customers, being serviced directly as well as through a distribution network. Though the Client was a market leader, it was cognizant of the evolving nature of customer expectations and intensifying competition - and hence wanted to be a frontrunner in anticipating and meeting these expectations, thus maintaining its leadership position
- Avalon has been supporting the Client for over a decade, in designing its customer engagement program – from understanding needs, assessing satisfaction levels, defining the improvement areas, and implementing certain initiatives to enhance customer relationships

## Avalon Intervention

Avalon’s Framework on Customer Relationship Enhancement was used to provide comprehensive support to the Client. This involved four key areas of intervention

### 1 Needs Assessment and Segmentation

- Identified customer segments which went beyond just demographics

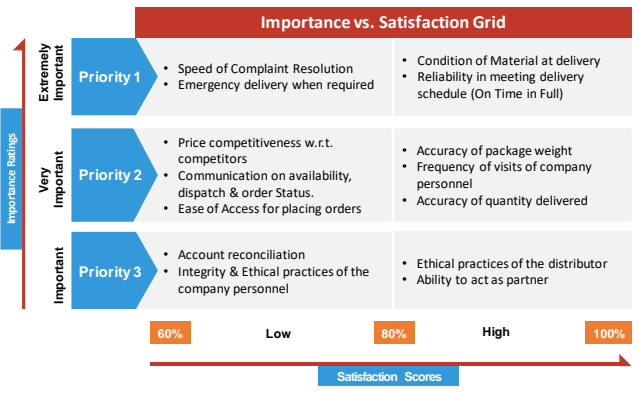


### 2 Customer Satisfaction Assessment

- We identified key areas of improvement using our proprietary POSAT model to assess customer satisfaction on an exhaustive set of parameters
- Customer feedback captured in the form of satisfaction scores, customer verbatims and actual values of key performance indicators. Client performance was also compared with competition for select attributes

### 3 Prioritizing Improvement Areas

- Analyzed the customer feedback to identify the areas of improvement and initiatives required to address the performance gaps
- Prioritize the area of improvement using importance vs. satisfaction grid



### 4 Implementing Initiatives

- Avalon has a structured PMO (Project Management Office) module to implement select initiatives to improve client’s performance on the chosen parameters thus improving satisfaction levels

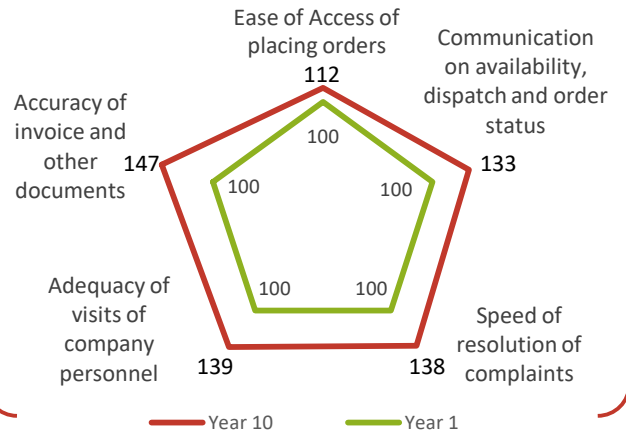
# Outcome

1 As a result of continuous improvement initiatives, client satisfaction scores have improved significantly over last decade

Improvement in Satisfaction Scores at parameter level (Year 1 vs. Year 10)

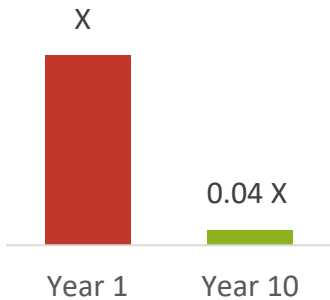


Improvement in Attribute scores of 'Service by Company' (Year 1 vs. Year 10)

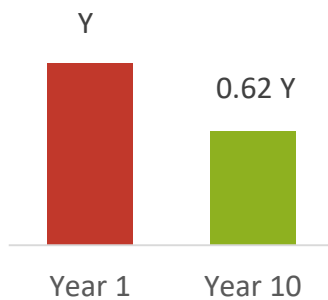


2 Significant improvement was seen across several attributes which were tracked as part of the exercise

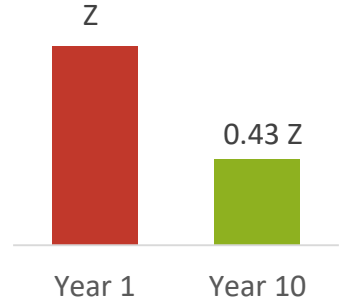
Rejection / Return due to quality problems (% of orders served)



Complaint Resolution Time (Key Customers)



Errors in billing and Documentation (% of total invoices)



3 Specific Insights and consistent feedback derived from the exercise has guided company to continuously improve and maintain the market leadership position

4 Presently, the client has transformed into a highly customer centric organization with end-to-end digital processes and much closer connect with the channel and end customers

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