

The Future of Digital Customer Service within Indian Headquartered Companies

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Future of Digital Customer Service: Indian Headquartered Companies" report is a market assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers within major Indian headquartered companies towards next generation customer service
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within customer service in the Indian domestic market
- Financial analysts and investors specializing in the IT services and BPS sector.

Scope of the Report

The report is based on interviews with executives with responsibility for customer service operations within Indian headquartered companies.

The purpose of this study is to assist organizations in understanding the requirements and expectations and visions of Indian headquartered companies from next generation customer service.

The study uses senior executive interviewing to establish:

- The level of satisfaction with customer service operations overall and by service component and attribute
- The importance of customer service innovation to Indian headquartered companies together with their visions and initiatives around "next generation" customer service
- Usage and satisfaction with the channels and technologies that are key to next generation customer service together with the level of intention to introduce new technologies by 2020
- Anticipated impacts of next generation customer service models on organizations' sourcing and shoring strategies
- The extent to which introduction of next generation customer service delivery models will lead to greater use of BPO or insourcing
- The key capabilities sought from third-parties in implementing and running next generation customer service.



Key Issues & Highlights

India headquartered companies are highly satisfied with their traditional customer service delivery from India in support of customer care and inbound sales.

However, India headquartered companies now need to move to digital customer experience eliminating voice interactions where possible and continuing to drive down the cost of customer service.

The use of social media channels is strong in India and while India headquartered companies have already achieved innovation in use of social media, they need to further enhance their capabilities in social media and broaden their capabilities around multi-channel customer interaction and greater digitalization and automation of customer service processes.

In addition, to providing expertise in new customer service technologies and capability in managing new customer service channels, third-parties are increasingly expected to provide design thinking and UX capability supported by enhanced use of analytics.

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Report Length

19 pages, consisting of 5 chapters

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