

Servion transforms business, to transform the Customer Interaction Management Landscape

Servion Global Solutions, (head quartered in Chennai, India) a specialist in the Customer Interaction (CIM) domain, today unveiled its business transformation program that they have been working on for the last 24 months. The transformation program has carefully moved the company towards its current positioning of being a consulting led, end-to-end specialist in the Customer Interaction Management (CIM) domain. This reflects in the changes the company has engineered - internal and external. The external manifestation of this transformation is seen in the positioning, engagement, and new identity of the company.

Traditionally, Customer Interaction Management has been viewed as a cost center that is metric driven, regardless of the experience the customer takes away. Surveys conducted worldwide show that while organizations state cost and requirements change for customer churn, 70% of customers state that the biggest reason for them to look for options is customer service experience. Customer service experience today becomes more critical than ever because this directly impacts the ability of organizations to retain customers. Research has established that companies can see a 25% - 85% growth in profit by retaining just 5% more of their customers.

The business transformation program backed by more than a decade of experience in the CIM space, has enabled Servion to work with organizations to map and align customer interaction to their business goals that helps achieve three key objectives - increase in revenue, reduction in operational expenses and increase in customer satisfaction, resulting in higher levels of customer retention. Servion has grown from a 4 member to a 450+ member organization. In the journey so far, Servion has the distinction of having deployed India's first Interactive Voice Response (IVR) system (the changed number announcement system for the Department of Telecom) and today has over a 1000 installations across 41 countries.

K. Balakrishnan, MD & CEO, Servion Global Solutions comments, *'Servion's aim is to design & deliver solutions that will positively affect and enhance every single customer interaction globally. The business transformation program is yielding impressive results in that direction - with Servion's solutions handling over 7 billion mission critical customer interactions every year.'*

Say's **G. Shankaran Nair, President - Corporate Strategy, Servion Global Solutions** *'The single largest issue facing many CIM deployments is the issue of strategy and design. Every function within the organization is a stakeholder of CIM and tends to pull the deployment in different directions. As a result, a gap is created between the expectation and experience at the point of interaction. Servion's business engagement model helps organization understand this and lay out a contact management strategy, which ensures that all functions are aligned with each other in the design and implementation of the solution.'*

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