

Bringing Smiles to your Customers

One Click DTH Knowledge Management Solution

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One Click Technologies Pvt. Ltd.



Backdrop

In India with Digital TV revolution, finding efficient models for customer support and up sale from contact center becomes very critical. A customer, across all circles in India, calls the customer care contact center for any sales and support requirements. The reasons could be as diverse as billing queries, requests for activation or deactivation of services, complaints for connectivity, Package, Top-ups, DTH upgrades etc. Due non availability of structured and easily available information, the calls that pertain to sales and support for Digital TV services were taking long AHT and were leading to escalations, thus resulting in customer D-Sat and loss of potential revenue opportunity.

These escalated or long AHT calls would be generally for the following reasons:

- How to check account balance
- Recharge through 3rd Party payment transfer app
- Package upgrade and downgrade
- Error B001- No Signal
- How to hard reset STB by using STB keys
- And many more reasons.....

PRODUCT DESCRIPTION – One Click DTH Knowledge Management Solution

One Click Technologies developed a customized and innovative knowledge solution for Digital TV providers. The solution provides Executives with relevant information in the form of a probing decision tree in binary format, followed by a step-by-step guide in the form of a visual simulation. The guide in simulation format can also be emailed to customers to further reduce repeat calls.

One Click solution is not only a contact center solution also; it is a **“Revenue Generator”** with simplified top-up comparison flow and upgrade offers. These inbuilt Algorithms and comparison engines allow the agents to have all the required information in just a click away with a simplified screen at their PCs. Thus revolutionizing the primitive methods of Contact Centre support.

One Click also believes that providing technical and up sales support for complex queries does not necessarily require highly trained personnel. Trained personnel for this kind of support are increasingly difficult to find and are expensive. The simplified probing steps, package/top-up/device comparison and the easy-to-use simulator have allowed our clients to improve their first call resolution rates and generation revenue through Up Sale like never before.

One Click solution divided into two modules to make ease for executives and timely response to customer’s query along with revenue generation.

Key Features:

Sales: <ul style="list-style-type: none">✓ Comparison of product, Packages, Top ups✓ Detailed Specifications✓ Top Entry Offers✓ Top packages✓ Upgrade offers✓ Al-a-carte channels with comparison of base packages✓ Multi room package details	Support: <ul style="list-style-type: none">✓ IVR flow✓ CPE and Cable charges list✓ Customer Care number list✓ Probing/Decision tree✓ Simulation scenario✓ News Ticker✓ Specifications✓ Search Option✓ SF/SSD Locator
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Benefits of Sales Module:

- Package, Product and Top-up comparison in reduced time.
- Search option in Sales module.
- Charges of each package and Top-ups in a single screen.
- Upgrade charges.
- Many More.

Benefits of Support Module:

- Any scenario can be searched by specific keyword to save time and helps to reduce AHT.
- One Click can capture each step of probing and any agent can check previous interaction of same account.
- Copy section saves time of typing user input.
- Standardized notes.
- One Click has Tagging notes, it helps agents to check and update the same in CRM.
- Step by step picture of each DTH box.
- Email all steps to customer's email id.
- Search PAN India dealer contact information by using PIN code.
- Mandatory probing to check customer's account information from system before providing solution.
- Detailed specifications of all Digital TV products.

The simplified probing steps, package/top-up/device comparison and the easy-to-use simulator have allowed our clients to improve their first call resolution rates and revenue generation.

Product Screen : Sales

The screenshot displays the 'DTH Sales' interface for 'ONE CLICK'. The left sidebar contains user information (9999999999, 122016, John Doe) and navigation links (Home, SF/SSD Locator, Multi Room, Feedback, Other Link, End Call). The main area shows 'Overview' for 'SD+' with a product image and features table. A 'Product Detail' box is circled in red, showing 'Activation Time: 24 hrs' and 'Installation Charges: Free'. Below, 'Top Entry Offers' and 'Top Packages' are listed.

Feature	Status
USB Port	✓
Recording	✓
Parallel Rec / View	✗
A/V Cable	✓
Internal Storage	✗
Viewing Card	✓
HDMI Cable	✗

Package	Price	Channels	FPP
Magnum (30)	₹2065	253	30 Days
Mega (30)	₹1850	158	30 Days

Package	Price	Channels	FPP
Ultra (30)	₹1930	164	30 Days
Economy Sports Plus (30)	₹1720	139	30 Days

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Powered by: **ONE CLICK**

Product Screen : Support

Balance Enquiry

Instruction> "Able to listen IVR, move to next step"

✓ HDMI Cable

✓ A/V Cable

✓ Viewing Card

✓ USB Port

✓ Recording

✗ Internal Storage

✗ Parallel Rec / View

Action	Description
Confirm from customer	<div> <div>Note</div> <div> If calling from RTN regarding same account : None of the detail need to be confirmed If calling from Non-RTN (Confirm any of one details): 1. Customer ID. 2. RTN. </div> </div> <div> <div>Detail Confirmed</div> <div>Detail Not Confirmed</div> </div>
Confirm from customer	Confirm if he was able to listen balance information on IVR <div> <div>Able</div> <div>Not Able</div> </div>
Check in Convergence	Check if Balance and Validity is reflecting <div> <div>Note</div> <div> Procedure: Convergence >> Billing Summary >> Refresh all tabs </div> </div> <div> <div>Balance and Validity reflecting</div> <div>Balance and Validity not reflecting</div> </div>

Tagging Codes

Type- Billing related > Sub Type - Bill Clarifications > Sub-Sub Type - Information on Balance

Version: 4.0

Copy

OneClick DTH > HD+ > Balance Enquiry > Detail confirmed > Able to listen on IVR

OneClick DTH > HD+ > How to check account balance > 5.0.2.001

1: Press menu Key to go to main menu.

2: Press down arrow Key.

Note: my account is 6th option from list.

3: Select my account and press ok Key.

4: You can check account balance.

Tagging Codes

Copy

OneClick DTH > HD+ > Balance Enquiry> Switched to L2 Scenario - How to check account balance

Page 3